

UNIVERSITY OF MUMBAI

SYLLABUS

FOR

DIPLOMA/ADVANCE DIPLOMA

IN ADVERTISING, SALES PROMOTION

& SALES MANAGEMENT

(ADD-ON-COURSE)

(with effect from the academic year 2005-2006

and 2006-2007)

SECOND YEAR
DIPLOMA IN
ADVERTISING. SALES PROMOTION & SALES
MANAGEMENT

PAPER - III : ADVERTISING II

- Rural Marketing -
Rural market environment, Rural Market - in Economic Context, Product Strategy for Rural India, Rural Sales Force & Management
- Retailing -
Advent of retailing, Functions of retailing, Retailing in India- Present Scenario, Retail Planning Process, Retail Marketing & Advertising, Retail Operation.
- Advertising media- Types of Media
Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Other Media (Direct Mail, Outdoor Media), Characteristics, merits & limitation of above media, media scenes in India, Problems of reaching in rural audience and markets. Exhibitions & Melas. Press Conference.
- Media Planning
Selection of Media Category. Their reach, frequency & impact, Cost and other factors influencing the choice of Media.
- Media Scheduling
- Evaluation of Advertising effectiveness.
Importance and difficulties, Methods of measuring advertising effectiveness, Pre-testing and Misleading and deceptive advertising & false claims.

PAPER-IV : PERSONAL SELLING AND SALESMANSHIP

- Nature and importance of Personal Selling and Salesmanship.
- Where Personal Selling is more effective than Advertising.
- Cost of Advertising Vs. Cost of Personal Selling
- ADD A model of selling.
- Types of Sales Persons and Selling situations.
- Buying Motives.
- Qualities of successful salesman with reference to consumer Services.
- Product Knowledge.

- Sizing up the customers.
- Types of markets
- Consumer and Industries markets.
- Process of effective selling
Prospecting, Pre-approach, Approach Presentation & demonstration, Handling objectives, Closing the sale & post-sale activities.
- Selling as carrier.
Advantages & difficulties in this career, Measures for making selling an attractive career.
- Distribution network relationship
- Reports and documents
(Sales Manual, Order Book, Cash Memo, Tour Diary, Periodical Reports)

T.Y.B.COM.
ADVANCED DIPLOMA IN
ADVERTISING, SALES PROMOTION & SALES
MANAGEMENT

PAPER-V : SECTION-I
MANAGEMENT OF THE SALES FORCE

- Importance of the Sales force and its Management
- Functions of Sales Manager.
- Recruitment and Selection.
- Training and Development.
- Motivation & Compensation.
- Appraisal of Performance.
- Sales force size, Organisation of the sales departments Geographic, Product wise, Market based.
- Sales Planning - Market analysis & Sales forecasting, Methods of forecasting sales.
- Sales territory - Consideration in allocation of sales territory.
- Sales Quota - Objectives, principles of sales quota., administration, of sales quota, uses of sales quota.
- Sales & cost analysis - Uses & Methods.

PAPER - V : SECTION- II

SALES PROMOTIONS AND PUBLIC RELATIONS :

- Nature and importance of sales promotion, its role in marketing
- Forms of sales promotions- Consumer oriented sales promotion, trade oriented sales promotion & Sales force-oriented sales promotion.
- Major tools of sales promotion- samples point of purchase, displays & demonstrations, exhibitions & fashion shows, sales contests & games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates patronage rewards.
- Conventions, conference & trade shows, specialties and novelties.
- Developing sales promotion programme, pre-testing implementing, evaluation of results and making necessary modifications.
- Public relations-Meaning, features, growing importance, role in marketing, similarities in publicity and public relations.
- Major tools of Public Relations- News, speeches, special events, handouts, and leaflets, audio-visual public service activities, miscellaneous tools.
- Ethical and local aspects of sales promotion and public relations.

PAPER VI : SECTION - I (50 MARKS)

ENTREPRENEURSHIP - (Theory - 35 Marks)

- Characteristics and qualities of an Entrepreneur
- Role of Government subsidies
- Selection of product/services
- Project report
- Choice of Technology
- Quality and Manpower Management
- Sources, uses and management of finance
- Sales & marketing - Import-Export Management,
- Office, Accounts & Tax Management .

ENTREPREMEURSHIP - (PROJECT - 15 Marks)

PAPER VI - SECTION - II (50 Marks)

Questions based on case studies and practical questions on the application of theory of paper V.

PAPER VII : PROJECT WORK [200 MARKS]

FIRST YEAR -CERTIFICATE COURSE

On-the-job Training Report (50 Marks)

SECOND YEAR - DIPLOMA COURSE

On- the-job Training Report (50 Marks)

THIRD YEAR - ADVANCED DIPLOMA COURSE

Project Work at T.Y.B.Com. (100 Marks)

LIST OF REFERENCE BOOKS & JOURNALS FOR THE ADD-ON
COURSE IN ADVERTISING, SALES PROMOTION & SALES
MANAGEMENT

- 1) Advertising - An Introductory Text by S.A.Chunawalia (Himalaya Publishing House)
- 2) Advertising & Promotion - An Integrated Marketing Communications Perspective by George E.Belch & Michael A.Belch (Tata McGraw-Hill)
- 3) Principles of Marketing by Kotler & Armstrong (Prentice-Hall of India)

Advertising Theory & Practice by Sandage, Vernon & Kim (All India Traveller Book Seller)
- 5) Rural Marketing - Text & Cases by Krishnamacharyulu & Lalitha Ramakrishnan (Pearson Education)
- 6) Retail Management - A Strategic Approach by Barry Berman & Joel Evans (Prentice-Hall India Pvt. Ltd.)
- 7) Retailing Management - Text & Cases by Swapna Pradhan (Tata McGraw-Hill)
- 8) Rural Marketing in India by Habeeb-ur-Rehman (Himalaya Publishing House)
- 9) Sales Management by C.L.Tyagi & Arun Kumar (Atrlantic Publishers & Distribution)
- 10) Sales Management - Concepts & Cases by Douglas Dalrymple (John - Wiley & Sons)
- 11) Sales Management & Sales Promotion by M.J.Mathew (RVSA)
- 12) Sales Promotion by Cunnins. J (Kogan Page Ltd)

- 13) Consumer Behaviours by Lean Schiffman (Prentice-Hall of India)
- 14) Consumer Behaviour & Marketing Research by Suja Nair (Himalaya Publishing House)
- 15) Sales Force Management - by Mark Johnston & F.W.Churchill (Mcgraw-Hill)
- 16) Sales Force Management - by Tony Carter (Jaico Publishing House)
- 17) Sales Management - By Richard .R.Still, Edward W. Cundiff & A.P. Norman (Prentice Hall of India)
- 18) Public Relations - Text & case Studies by Diwakar Sharma (Deep & Deep Publication Pvt.Ltd)
- 19) Public Relations Cases by Jerry Hendrix (Thomson Learning)
- 20) Brand Management by Y.L.R.Moorthi (Vikas Publishing House)
- 21) Brand Positioning by Subroto Sengupta (Tata McGraw Hill)
- 22) Branding in Asia by Paul Temporal (John Wiley & Sons)
- 23) Entrepreneurial Development by S.S.Khanka (S.Chand & Co)
- 24) Entrepreneurial Management by Robert Calvin (Tata McGraw-Hill)
- 25) Entrepreneurship by Hisrich Peters (Tata McGraw-Hill)
- 26) Small Scale industries & Entrepreneurship by Vasant Desai (Himalaya Publishing House)

JOURNALS

- 1) USP Age
- 2) Advertising Express
- 3) Brand Reporter
- 4) Impact
- 5) Business World
- 6) Business India
- 7) Journal of Entrepreneurship
- 8) Journal of Marketing
- 9) Marketing Master Mind
- 10) Brand Equity (Newspaper)
- 11) Business Standards (Newspaper)

UNIVERSITY OF MUMBAI

No.UG/ 472 of 2005

CIRCULAR:

A reference is invited to the syllabi relating to the Diploma/Advance Diploma in Advertising, Sales Promotion and Sales Management (Add-on course) vide Circular No.UG/164 of 2005 dated, 9th May, 2005 and the Principals of the affiliated colleges in the faculty of Commerce and Professor-cum-Director. Institute of Distance Education are hereby informed that the recommendation made by the Board of Studies in Commerce at its meeting held on 20th July, 2005 has been accepted by the Academic Council at its meeting held on 6th August, 2005 *vide* item No.4.24 and that in accordance therewith the Diploma/Advance Diploma in Advertising, Sales Promotion and Sales Management as an Add-on courses are instituted by the University from the academic year 2005-2006.

Further that the syllabus for the Diploma/Advanced Diploma in Advertising, Sales Promotion *and* Sales Management as an Add-on courses are as per Appendix and that the same have been brought into force with effect from the academic year 2005-2006 for Diploma and 2006-2007 for Advance Diploma level.

Mumbai 400 032,
25th November, 2005.

for REGISTRAR

A.C.4.24/06.08.2005

TO,

Principals of the affiliated colleges in Commerce and Professor-cum-Director, Institute of Distance Education

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No.UG/ 472 -A of 2005

25th November, 2005

Copy forwarded with Compliments to the Dean. Faculty of Commerce, for information.

for REGISTRAR

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P.T.O.