

SYLLABUS

PANJAB UNIVERSITY

LATEST SYLLABUS OF M.COM.
(SEMESTER SYSTEM) EXAMINATION –2014

SEMESTER IV (ELECTIVES) GROUP A : MARKETING MANAGEMENT

MC. 404-ADVERTISING AND SALES MANAGEMENT

OBJECTIVE: *The course aims at enabling the students to develop an in-depth understanding of the modern concepts and latest techniques of advertising and personal selling and sales force Management which constitute a fast-growing area of marketing .*

UNIT-I

Advertising : Communication Basics: Role of communication, Communication process and flow, Planning the promotion mix. Advertising: Nature and importance; Advertising and the economy, Advertising and publicity, Advertising management process – an overview, Determining target audience; Advertising objectives and positioning decisions; Advertising budget decisions, Message Decision: Determining advertising message; Developing advertising copy-Headline main copy, logo, illustration, appeal, layout, creativity in advertising.

UNIT -II

Advertising through the internet; Media selection; Media scheduling, Organization of Advertising Operations: In-house vs. advertising agency arrangements, Managing advertising agency relations ; valuation of advertisement and campaign effectiveness –Before –and – after advertising tests and techniques, Advertising in India; Social and regulatory aspects of advertising, Recent developments and issues in advertising.

Unit-III

Sales Management: Fundamentals of Personal Selling : Nature and importance of Selling; Types of selling; Personal selling, salesmanship and sales management; Process of effective selling; Strategic Sales management. Sales Planning : Setting personal selling objective; Market analysis and sales forecasting; Sales budget; Sales territory, Sales quota.

UNIT-IV

Sales Organization: Organization structure; relationship of sales department with other departments; Distribution networks relationship. Sales Force Management : Recruitment and selection; training and development: motivating, supervising and compensating sales personnel, Controlling the sales effort; Evaluation of sales personnel; sales and cost analysis. Ethical and legal aspects of selling.