

Syllabus

MBA 923-18

Integrated Marketing Communication and Sales Management

UNIT I

Role of IMC in Marketing Process: IMC Planning Model, IMC Components. Communication Process, Steps Involved in Developing IMC Programme, Effectiveness of Marketing Communications, Purpose, Functions, Types of IMC.

Advertising Management: Advertising Appeals, Advertising Designs, Advertising Agencies, Advertising Budgeting, Media Planning and Evaluation,

Media Strategy: Creativity, Elements of Creative Strategies and its Implementation.

UNIT II

Direct Marketing: Features, Advantages/Disadvantages, Strategies in Direct Marketing

Promotion: Meaning, Importance, Tools used, Push Pull Strategies,

Publicity/ Public relations: Meaning, Objectives, Strategies and Tools of Public Relations. Corporate Advertising Role, Types, Limitations,

Monitoring, Evaluation and control: Measurement in Advertising, Various Methods used for Evaluation, Pre-Testing, Post Testing.

International Advertising: Global Environment in Advertising,

Internet Advertising: Meaning, Components, Advantages and Limitations, Types of Internet advertising.

Unit- III

Sales Management and Organisation: Objectives of Sales Management, Sales Executive as a Coordinator, Sales Management and Control, Sales Organisation – It's Purpose , Setting up a Sales Organisation , Types of Sales Organisation. Objectives and Theories of Personal Selling, Analysing Market Potential, Sales Potential and Sales Forecasting Method & Evaluation, Determining Sales Related Marketing Policies - Product Policies, Distribution Policies & Pricing Policies.

Unit- IV

Sales Operations: Sales Budget, Sales Territories, Sales Quota's, Control of Sales, Sales Meeting and Sales Contest, Organising Display, Showroom and Exhibition.

Sales Manager: Qualities and Functions, Types of Salesman, Psychology of Customers.