



# UNIVERSITY OF CALCUTTA

## Notification No. CSR/ 12 /18

It is notified for information of all concerned that the Syndicate in its meeting held on 28.05.2018 (vide Item No.14) approved the Syllabi of different subjects in Undergraduate Honours / General / Major courses of studies (CBCS) under this University, as laid down in the accompanying pamphlet:

### List of the subjects

Sl. No.	Subject	Sl. No.	Subject
1	Anthropology (Honours / General)	29	Mathematics (Honours / General)
2	Arabic (Honours / General)	30	Microbiology (Honours / General)
3	Persian (Honours / General)	31	Mol. Biology (General)
4	Bengali (Honours / General /LCC2 /AECC1)	32	Philosophy (Honours / General)
5	Bio-Chemistry (Honours / General)	33	Physical Education (General)
6	Botany (Honours / General)	34	Physics (Honours / General)
7	Chemistry (Honours / General)	35	Physiology (Honours / General)
8	Computer Science (Honours / General)	36	Political Science (Honours / General)
9	Defence Studies (General)	37	Psychology (Honours / General)
10	Economics (Honours / General)	38	Sanskrit (Honours / General)
11	Education (Honours / General)	39	Social Science (General)
12	Electronics (Honours / General)	40	Sociology (Honours / General)
13	English ((Honours / General/ LCC1/ LCC2/AECC1)	41	Statistics (Honours / General)
14	Environmental Science (Honours / General)	42	Urdu (Honours / General /LCC2 /AECC1)
15	Environmental Studies (AECC2)	43	Women Studies (General)
16	Film Studies ( General)	44	Zoology (Honours / General)
17	Food Nutrition (Honours / General)	45	Industrial Fish and Fisheries – IFFV (Major)
18	French (General)	46	Sericulture – SRTV (Major)
19	Geography (Honours / General)	47	Computer Applications – CMAV (Major)
20	Geology (Honours / General)	48	Tourism and Travel Management – TTMV (Major)
21	Hindi (Honours / General /LCC2 /AECC1)	49	Advertising Sales Promotion and Sales Management – ASPV (Major)
22	History (Honours / General)	50	Communicative English – CMEV (Major)
23	Islamic History Culture (Honours / General)	51	Clinical Nutrition and Dietetics CNDV (Major)
24	Home Science Extension Education (General)	52	Bachelor of Business Administration (BBA) (Honours)
25	House Hold Art (General)	53	Bachelor of Fashion and Apparel Design – (B.F.A.D.) (Honours)
26	Human Development (Honours / General)	54	Bachelor of Fine Art (B.F.A.) (Honours)
27	Human Rights (General)	55	B. Music (Honours / General) and Music (General)
28	Journalism and Mass Communication (Honours / General)		

The above shall be effective from the academic session 2018-2019.

SENATE HOUSE  
KOLKATA-700073  
The 4<sup>th</sup> June, 2018

*Paul*  
4/6/18  
(Dr. Santanu Paul)  
Deputy Registrar

**ADVERTISING, SALES PROMOTION & SALES MANAGEMENT (MAJOR)**

**SEMESTER SYSTEM SYLLABUS**



<b>SEM 6</b>	<b>CC13- Entrepreneurship Development CC14-Project</b>			<b>DSE A (2) Digital Marketing/ B(2) I Logistics Operations &amp; Supply Chain Management/ OR II Globalization and International Marketing</b>	<b>CC13=6 CC14=6 DSE=6+ 6</b>
					<b>Total=24</b>
				<b>Grand Total</b>	<b>140</b>

**MARKS DIVISION**

**FOR ALL CC PAPERS: (Except CC12 & CC14)**

Internal – 10 marks

Attendance – 10 marks

Tutorial – 15 marks

End Semester – 65 marks

**FOR ALL DSE PAPERS**

Internal – 10 marks

Attendance – 10 marks

Tutorial – 15 marks

End Semester – 65 marks

**FOR ALL SEC PAPERS**

Internal – 10 marks

Attendance – 10 marks

End Semester – 80 marks

**N.B. For CC12 & CC14**

Internal – 10 marks

Attendance – 10 marks

**End Semester – 80 marks (Project Report 50 marks + Viva voice Examination 30 marks)**

## **Semester 1:**

### **Paper- Core Course-1 - Introduction to Marketing Management-I**

#### **Unit I:**

Marketing: Concept, Nature, Functions & Importance; Selling vs. Marketing; Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro& Macro) Marketing Environment; Ethical & Social Responsibilities of Marketing

#### **Unit II:**

Definition, Objectives, Marketing System, Types of Marketing; Marketing Information System: Definition and Components; Marketing Research: Process & Significance

#### **Unit III:**

Consumer Behaviour & its characteristics, Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India, Models of Consumer Behaviour- Phenomenological models, Logical Models (short explanation with example of each), Theoretical model (Howard-Sheth Model)

#### **Unit IV:**

Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing

#### **Suggested Readings**

- Kotler “Marketing Management”, 8<sup>th</sup> Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Kotler, Keller, Koshy And Jha “ Marketing Management” 13<sup>th</sup> edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Macmillan
- Shukla A.K. “Marketing Management” 1<sup>st</sup> edition, VaibhavLaxmiPrakashan
- Evance&Berman “ Marketing Management” 2007, Cenage Learning
- Mcdenial, Lamb, Hair “ Principles Of Marketing 2008” Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw H

### **Paper- Core Course -2 - Advertising I**

#### **Unit I:**

Advertising: Meaning, Features, Functions; Setting of Advertising objectives; Advertising Budget;

#### **Unit II:**

Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)

#### **Unit III:**

Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors Affecting Media Choice;

#### **Unit IV**

Various classifications of Advertising:

- i) Primary Demand & Selective Demand
- ii) Commercial & Non-commercial advertisements
- iii) Classify & Display advertisements
- iv) Consumer & Business advertisements
- v) Cooperative advertisements

#### **Unit V:**

Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising

#### **Unit VI:**

Advertising Appeals

#### **Unit VII:**

a. Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy

b. Advertising and Indian Art and culture- Historical Perspective of Advertising; Folk Media; Folk Theatre forms (Tamasha, Nautanki, Jatra); Ajanta Cave Painting, Kalighat Pot Painting; Colour Appeals, Indian Appeals of Colour, General Appeals of colour; Indian Body Language; Six Limbs of Indian Art; Durga Puja; Basics of Indian Music and Dance.

c. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle

d. Misleading and Deceptive advertisements

#### **Suggested Readings:**

- Philip R Cateora and John L Graham, International Marketing\_Irwin McGraw Hill 1999.
- William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994.
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press-1989.
- Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
- Manendra Mohan- Advertising Management; Tata McGraw Hill
- Promotion- Stanley
- George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising and Promotion; Tata McGraw Hill
- Handbook of Journalism and Mass Communication by Vir Bala Aggarwal, V.S. Gupta
- Mass Communication in India- Keval J. Kumar
- Abhinay Darpan- Ashok Nath Sasthri (Bengali)
- Bharater Nrityakala- Gayatri Chattopadhyay

**Semester 2:**  
**Paper- Core Course -3- Introduction to Marketing Management II**

**Unit- I:**

Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance & Factors Determining Marketing Mix; Meaning & Nature of Product, Concept of Product Mix; Product Planning and New Product Development; Product Life Cycle; Product Packaging: Definition, Functions And Requisites Of Good Packaging, Labeling

**Unit II:**

Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies And Strategies, Types of Pricing Decisions, Pricing Methods

**Unit III:**

Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels

**Unit IV:**

Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing

**Unit V:**

Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies

**Suggested readings**

- Kotler, Keller, Koshy And Jha "Marketing Management" 13<sup>th</sup> edition Pearson Education
- Kotler "Marketing Management", 8<sup>th</sup> Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari "Marketing Management" 4<sup>th</sup> Macmillan
- Shukla A.K. "Marketing Management" 2<sup>nd</sup> edition, Vaibhav Laxmi Prakashan
- Evance & Berman "Marketing Management" 2007, Cengage Learning
- Mcdenial, Lamb, Hair "Principles Of Marketing 2008" Cengage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw H
- Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois
- George E. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

## **Paper- Core Course -4- Advertising II**

### **Unit I:**

Media planning - • The function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods

### **Unit II:**

Importance of Media Research in planning; Sources of media research • Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessmen's readership survey • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listenership survey

### **Unit III:**

Selecting suitable media options- TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media

### **Unit IV:**

Criterion for selecting media vehicles: Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)

### **Unit V:**

Media Timing- Scheduling; Scheduling and budget allocation

### **Unit VI:**

#### **Evaluation of Advertising Effectiveness**

- **Importance And Difficulties**
- **Methods Of Measuring Advertising Effectiveness**
  - i) According To Time ( Pre And Post Testing)
  - ii) According To Objective (Communication And Sales)
  - iii) According to technique (experiment And Survey)
- **Pre-testing Method**
  - i) Measuring Consumer Awareness
  - ii) Direct Mail Test
  - iii) Mechanical Method
  - iv) Psychological Scoring Method
  - v) Sales Experiment
- **Post- testing Method**
  - i) Recognition Method
  - ii) Recall Test
  - iii) Attitude Change Rating
  - iv) Sales Test
  - v) Enquiry Test



## **Unit VII:**

### **Advertising Agency**

- **Their role and importance in Advertising**
- **Broad Functions**
  - i. As consultant to clients ---Formulation Of Advertising Campaigns
  - ii. Placing Of Advertising
- **Reasons For Having advertising Campaigns**
- **Advertising Agencies**
  - i. Organization Pattern – Organization structure, Function
  - ii. Definition Of Different Departments- Plan Board , Creative Services, Marketing Services , Account Management , Finance
- **Range Of Other Services offered**
- **Selection Of Advertising Agency**
  - i. Factors Considered
  - ii. Steps In Selection
- **Agency Commission and Fee**

## **Unit VIII:**

- **Advertising Department**  
Its Function And Organization

### **Suggested Readings**

- Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
- James R Adams, Media Planning-Business books 1977
- Advanced M.P.-John R Rossister, Kluoer Academic publications 1998
- Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition
- Promotion- Stanley
- Advertising And Sales Promotion - S H HKazmi, Satish K Batra
- Advertising Management 5/E 5th Edition (English, Paperback, David A. Aaker, John G. Myers, Rajeev Batra)
- Advertising Management: Concepts and Cases Manendra Mohan, Tata McGraw-Hill Education

**Semester 3:**  
**Paper- Core Course-5- Personal Selling And Salesmanship**

**Unit I:**

**Nature and Characteristics and Importance of Personal Selling**

- Door to door selling
- Nature & Characteristics of Personal selling
- Strength and weakness
- Role of Personal Selling in Marketing
- Professionalising Salesmanship
- Situations where Personal Selling is more effective than Advertising
- Cost of Advertising Vs Cost of Personal Selling

**Unit II:**

**AIDA model of selling**

- Selling situations
- Types of sales person
- Buyer seller Dyad
- Diversity of Personal Selling
- AIDA theory In selling
- Peddlers
- Professional sales person
- Peddler VS professional sales person
- Industrial sales person

**Unit III:**

- Types of Market –
  - Consumer and industrial markets
  - Characteristics and implications for selling function:
- Difference between organisation and consumer behaviour
- Organisation buyer behaviour
- Factor affecting organization buyer behaviour

**Unit IV:**

**Background Knowledge essential to sales person-**

- Knowledge of products
- Company and competition
- Different stages of personal selling process

**Unit V:**

**Qualities of successful sales person with particular reference to consumer services**

- Personal selling skills

- Personal development- Goal Setting
- Positive mental attitude
- Effective Communication
- Art of persuasion
- Time Management

### **Suggested Readings**

- Personal Selling and Salesmanship Paperback– 2018 by Neeru Kapoor (Author)
- Salesmanship Practices and Problems Paperback– Import, 15 Mar 2007 by Bertrand R. Canfield (Author)
- Personal Selling by M. C. Cant, C. H. van Heerden
- Selling & Sales Management 6th Edition by David Jobber (Author), Geoff Lancaster (Author)
- Sales Management: Concepts, Practices, and Cases Eugene M. Johnson, David L. Kurtz, Eberhard Eugen Scheuing McGraw-Hill, 1994
- Personal Selling: Building Customer Relationships and Partnerships Hardcover– 10 Mar 2006 by Rolph E. Anderson (Author), Rajiv Mehta (Author), Alan J. Dubinsky (Author)
- Sales force Management by Still, Cundiff & Govoni

## **Paper- Core Course-6- Sales Promotion**

### **Unit I**

Nature and importance of sales promotion, its role in marketing.

### **Unit II**

Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.

### **Unit III**

Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Prince packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialities and novelties, Developing a sales promotion programmes, pre testing implementing, evaluating the results and making necessary modification

### **Unit IV**

Integration of Sales Promotion with advertising

### **Suggested Readings**

- The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by Neil Rackham
- Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by Don E Schultz
- Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch
- Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch
- Fundamentals of Selling: Customers for Life Through Service by Charles M Futrell

- Kotler “Marketing Management”, 8<sup>th</sup> Edition
- Kotler, Keller, Koshy And Jha “ Marketing Management” 13<sup>th</sup> edition Pearson Education
- Advertising & Sales Promotion by Kazmi&Batra
- Fundamentals of Marketing by Stanton, Etzel, Walker
- Sales Promotion by Julian Cummins (Universal Book Stall)
- Promotion by Stanley

## **Paper Core Course -7- Brand Management**

### **Unit I:**

Brand Management: Definition, History, Global Brands, Brand Orientation, Role of Social Media in Marketing Brands

### **Unit II:**

Important Concepts of Brand Management: Definition of Brand, Brand name, Brand Attributes, Brand Positioning, Brand Identity, Sources of Brand Identity, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association, Brand Preference, Building a brand, Brand Equity, Brand Equity and Customer Equity, Brand Extension, Co-Branding

### **Unit III:**

- Branding Decisions:
  - i) Branding decisions
  - ii) Brand Sponsor decision
  - iii) Brand name decision
  - iv) Brand Strategy Name
  - v) Brand Repositioning;
- Tips for successful brand management

### **Suggested Readings**

- Kotler “Marketing Management”, 8<sup>th</sup> Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Service Management and Marketing: Customer Management in Service Competition By Christian Grönroos
- What is a Brand: Building Equity through Advertising-John Philip Jones- Tata McGraw Hill
- Product and Brand Management: U.C. Mathur- Excel Books
- Brand Positioning: Strategies for Competitive Advantage- Subroto Sengupta

## **Paper- Skill Enhancement Course- A(Any One)–Copy Writing OR Content Writing**

### **Copy Writing**

### **Unit I:**

Copy writing, Introduction, Responsibility of copy writer, Attributes of a good copy writer, Principles of copy writing

## **Unit II:**

How to write an effective advertising copy, Application of AIDA copy writing

## **Unit III**

Teaser Campaign and Campaign

## **Unit IV:**

Writing for print media: Headlines • Sub headlines • Body Copy • Body of the Body Copy• Slogan • Captions • Structuring the copy

## **Unit V:**

Understanding the medium and writing for TV, Cinema, Radio, Innovativemedium, Internet, SMS

## **Unit VI:**

Principles of writing press release copy

## **Unit VII:**

Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising

## **Unit VIII:**

Different types of Copy• Advertorial • Infomercial • Comparative copy • Copy for different languages

## **Suggested Readings**

- Hey Whipple Squeeze This – A guide to creating great ads by Luke Sullivan
- Cutting Edge Advertising – Jim Aitchison
- Production and creativity in Advertising- Robin B Evans- Wheeler Publishing Advertising and Sales Promotion- S.H.H. Kazmi&Satish Kumar Batra- Excel Book
- Foundations of Advertising- Theory and Practise-Sethia and Chunawala

## **Content Writing**

- What is Content Writing and how is it different from copywriting
- Evolution of Content Writing
- Scope of Content Writing
- Types of Content Writing
  - i)Article
  - ii)Blogs
  - iii)Web Content
- Tools of Content Writing
- Relationship between marketing and content writing (inbound marketing, direct marketing, relationship building and management, brand building)

## **Suggested Readings**

- Content Strategy for the Web 2<sup>nd</sup> Edition by Melissa Rach& Kristina Halvorson- About Melissa Rach& Kristina

Halvorson

- Everybody Writes by Ann Handley
- Global Content Marketing by Pam Didner
- Big Book of Content Marketing by Andreas Ramos
- Optimize by Lee Odden
- Start With Why by Simon Sinek

## **Semester 4**

### **Paper Core Course -8- Sales Force Management-I**

#### **Unit I:**

Importance of sales force and its management and introduction regarding what is sales force and its management.

#### **Unit II:**

#### **FUNCTIONS OF SALES MANAGERS (Brief)**

- **Planning Functions :**
  - a) Setting the sales objective
  - b) Designing the sales programme
  - c) Formulating Policies
  - d) Designing and development of the Sales Organization

e) Participating in the marketing planning function.

• **Operating Functions :**

i. **Management of sales forces**

- a) Recruitment
- b) Selection
- c) Training
- d) Development
- e) Control
- f) Motivation
- g) Direction
- h) Control
- i) Territory Management

ii. **Establishing working relationship with other Departmental Heads.**

iii. **Establishing Communication System both upward and downward.**

**Unit III:**

**RECRUITMENT AND SELECTION:**

• **Recruitment**

What is recruitment?

Recruitment Sources - advertisement, employment agencies, educational institutions, salesman of Non- competitor companies, salesman of competing companies, inter transfer, recommendation of present salesman.

• **Selection**

Importance and Need for selection

Selection policy decision

Selection tools

Difficulties to be encountered in selection the right personnel

Interview type.

**Unit IV:**

• **Training And Direction**

- i. Need of training
- ii. Objectives of training
- iii. Advantages of good training programme
- iv. Deciding training content
- v. Selecting training methods
- vi. Organization for sales training
- vii. Evaluation of training programme
- viii. Informal training

• **Direction**

i) The essence of sales leadership

ii) Sales managers' leadership roles

iii) Individual leadership skills

### **Unit V:**

#### **MOTIVATION AND COMPENSATION**

- Meaning of motivation, Motivation Theories (in brief), Need for motivating the sales force. Motivational techniques e.g.
  - a) Meeting between managers and sales force
  - b) Clarity of job
  - c) Sales targets or quotas
  - d) Sales contest
  - e) Sales- convention and conferences
  - f) Positive affect –praise, feedback, warmth and understanding of personal problems, etc.
  - g) Leadership style of manager
  - h) Freedom to work
  - i) Reward and recognition
  - j) Persuasion
  - k) Financial Incentives, Fringe benefits.

### **Unit VI:**

#### **APPRAISAL OF PERFORMANCE**

- Need for appraisal of performance
- Some basic issues involved in appraisal of performance. Viz : Evaluation based on qualitative, vis -a – vis quantitative data, comparison of the results of evaluation, problems of determining standard of performances, periodicity of evaluation, Company Data Base as a basis of developing the system of evaluation etc.
- Performance Standards Viz : Sales quotas, Sales coverage effectiveness index, Sales expense ratio, Net profit ratio or gross margin rates per territory, call frequency ratio, Calls per day, average cost per call.

#### **Suggested Readings**

- Sales Promotion: How to Create and Implement Campaigns that Really Work Book by Julian Cummins
- How to Sell More Stuff!: Promotional Marketing That Really Works by Steve Smith
- Building a Winning Sales Management Team: The Force Behind the Sales Force – Andris A. Zoltners, PrabhakantSinha, Sally E. Lorimer
- Sales Force Design for Strategic Advantage – Andris A. Zoltners, PrabhakantSinha, Sally E. Lorimer
- Sales Management: Concepts, Practices and Cases- Johnson, Kurtz, Scheuing, McGraw Hill Inc.
- Sales Management : Still, Cundiff, Govoni

### **Paper- Core Course- 9 - Public Relations and Publicity**

### **Unit I:**



Public relations: Meaning; features, growing importance, role in marketing.

### **Unit II:**

Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools.

### **Unit III:**

Public Relations Strategies

### **Unit IV:**

Publicity: Meaning, Goals, Importance, PR Vs Publicity

### **Suggested Readings**

- Publicity and Public Relations (Barron's Business Library) Paperback– Bargain Price, January, 2001 by Dorothy I. Doty(Author), Marilyn Pincus(Author)
- Public Relation Today (In the Indian Context)-Subir Ghosh (Rupa & Co.)
- Public Relations- Moore & Kalupa (Surjeet Publications)
- Spinglish: The Definitive Dictionary of Deliberately Deceptive Language by Henry Beard
- The PR Masterclass: How to Develop a Public Relations Strategy that Works! by Alex Singleton
- Handbook of Public Relations in India- D.S. Mehta (Allied Publishers Pvt. Ltd.)

## **Paper Core Course – 10: Legal Aspects of Marketing & Advertising**

### **Unit I:**

The Consumer Protection Act 1986: Features, Rights And Responsibilities Of Consumers, Redressal Mechanism • Environment Protection Act 1986: Features, Offences, Prevention And Control Of Environment Pollution. • The Essential Commodities Act 1955: Features, Essential Commodities, Control Of Production, Supply And Distribution Of Commodities, Public Interest

### **Unit II:**

The Prevention Of Food Adulteration Act 1951: Features, Adulteration Of Food And Penalties • The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related To Self Medication And Harmful Drugs, Prohibition Of False Claims • The Bureau Of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties • The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties

### **Unit III:**

The Trademarks Act 1999: Features, Trademarks, Offences And Penalties • The Patents Act 1970 : Features, Patents, Offences And Penalties • The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities

### **Unit IV**

The Standards Of Weights And Measures Act 1976: Features, Rules Applicable To Retail Business • The Packaging Rules: Rules Related To Only Small And Retail Products • The Competition Act : Features, And Regulatory Framework For Retail Business

## **Unit V**

Legal and Ethical Aspects of Sales Promotion, Public Relations

## **Unit VI**

Advertising Regulations Agencies, Advertising Regulations

### **Suggested readings**

- Datey V.S. “Student guide to Economic laws” 2010 Taxman publication
- Agnihotri Anurag & Mohanty Pratap “Economic Regulations of Domestic and Foreign Exchange Markets – Recent policy changes and Problems” Bookage Publications, New Delhi
- Promotion by Stanley

## **Skill Enhancement Course- B- (Any One) Business Communication and Personality Development OR Graphics Designing & Product Photography**

### **Business Communication & Personality Development**

#### **Unit I:**

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

#### **Unit II:**

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters.

#### **Unit III:**

Sales Report Writing- Characteristics, Importance, Elements of structure.

#### **Unit IV:**

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings.

#### **Unit V:**

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.

# Graphics Designing& Product Photography

## Unit I:

### **Graphics Designing**

- The history of graphic design.
- Elements of Graphic Designing
- What a layout is and how to create an effective one.
- Principles of Graphics Designing
- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About colour theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- Layout of Print Media

## Unit II:

Introduction to Product Photography

### Suggested Readings

- How to be a Graphic Designer, Without Losing Your Soul by Adrian Shaughnessy
- Thinking With Type by Ellen Lupton
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
- Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara
- Elements of Graphic Design by Alex White
- Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips
- Graphic Design, Referenced by Armin Vit, Bryony Gomez-Palacio

## Semester 5:

### Paper- Core Course - 11- Sales Force Management – II

## Unit I:

### SALES FORCE SIZE

- What is sales force size?
- Need for determining size
- Models available to aid and assist determination of right – size , Viz marginal Model and sales potential model
- Limitations of determining sales force size.

## Unit II:

## **ORGANIZATION OF SALES DEPARTMENT**

- Need for sales organization
- Developing a sales organization
- Basic types of organization, viz. Line and staff
- Geographic product and market based sales organization.

### **Unit III:**

## **SALES PLANNING AND CONTROL**

### **A. Nature and importance of sales planning**

### **B. Sales control**

- Nature
- Objectives
- Process
- Difficulties

### **C. Market analysis**

### **D. Sales Forecasting**

- Definition
- Importance
- Factors governing sales forecasting
- Limitations.

### **E. Methods of forecasting**

- Composite sales force opinion method
- Executive opinion method
- User's expectation method
- Experts opinion method
- Part trend sales and trend method
- Market test method
- Market factor analysis

### **Unit IV:**

## **Sales Budget**

- Meaning and importance of sales budget
- Use of sales budget
- Methods of sales budgeting
  - i. Rules of thumb
  - ii. Competitive parity method
  - iii. Objective and task method
  - iv. Zero based budgeting
- Preparation of sales budget
  - i) Review and analysis of marketing environment
  - ii) Overall objectives
  - iii) Preliminary plan for allocation of resources
- Budget implementation: establishment of feedback mechanism.

## **Unit V:**

### **SALES TERRITORY**

- i. Concept of sales territory
- ii. Reasons for establishing or reviewing sales territory
- iii. Determination of basic control unit for territorial boundaries.
- iv. Deciding in allocation criteria
- v. Choosing a starting point
- vi. Combining of adjacent units
- vii. Assigning territories to sales people
- viii. Approaches commonly used for designing sales territory Viz. Market build up approach, the work load approach

## **Unit VI:**

### **SALES QUOTA**

- i. Meaning and importance of sales quota
- ii. Objectives
- iii. Types
- iv. Advantages and disadvantages
- v. Administration
- vi. Uses

### **Suggested Readings**

- High-Profit Selling: Win the Sale Without Compromising on Price by Mark Hunter
- Personal Selling & Salesmanship by Still & Cundiff
- The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales by Trish Bertuzzi
- Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers by Jill Konrath
- Jill Rowley on #SocialSelling: 140 Tweets on Modern Selling the Social Way by Jill Rowley
- The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results by Brent Adamson, Matthew Dixon, Pat Spenner, and Nick Tolman
- Cracking the Sales Management Code by Jason Jordan
- Solve for the Customer: Using Customer Science to Build Stronger Relationships and Improve Business Results by Denis Pombriant
- Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy by R "Ray" Wang
- CRM at the Speed of Light by Paul Greenberg
- Sales Management: Concepts, Practices and Cases- Johnson, Kurtz, Scheuing, McGraw Hill Inc.
- Sales Management : Still, Cundiff, Govoni

### **Paper- Core Course-12- Internship**

Each student of the Course shall undergo Practical Internship of four weeks during the fifth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit two copies of training report duly endorsed by the organisation. The internship report will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

The Head of the organisation imparting training shall furnish a confidential report regarding attendance and an assessment of the performance of every student duly endorsed by the guide from the organisation to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

### **Report Content**

- History & Structure of the Organisation
- Broad functions of the organisations
- Functions of different departments of the organisation
- Interdepartmental relationship
- Functions of the departments worked in
- Job Description in details
- Practical Gains from the training
- Realisation
- Conclusion

## **Discipline Specific Elective Course- A (1) IMC(Integrated Marketing Communication) OR Rural Marketing& Service Marketing**

### **B(1) Retail Business Management**

### **A(1) IMC (Integrated Marketing Communication)**

#### **Unit I:**

Role of IMC in Marketing Process, Communication process; Effectiveness of Marketing Communications

#### **Unit II:**

Steps involved in developing IMC Programme

#### **Unit III:**

Marketing Communications in various stages of Product Life Cycle

#### **Unit IV:**

Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication.

### **Suggested Readings:**

- Kotler “Marketing Management”, 8<sup>th</sup> Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Integrated Marketing Communications: A Primer By Philip J. Kitchen; Patrick De Pelsmacker
- Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries By Larissa A. Grunig; James E. Grunig; David M. Dozier

- Service Management and Marketing: Customer Management in Service Competition By Christian Grönroos

## **A(1) OR Service Marketing & Rural Marketing**

### **Unit I:**

Service Marketing- Introduction: Concept of Services, nature, characteristics, reasons for growth, Indian scenario, and differentiation of services

### **Unit II:**

Managing Services: • Service marketing mix: elements service product development • Service pricing methods • Place – Managing channels and intermediaries for service delivery • Promotion mix for services.

### **Unit III:**

Service Marketing in organizations:- • Travel & Tourism • Health Care • Financial Services • Educational Services • Information Technology & Communication Services

### **Unit IV:**

Case lets

### **Unit V:**

Rural Marketing- Introduction : Concept, Nature & scope, Importance of rural marketing, evolution of rural marketing, rural vs. urban markets, rural marketing environment and its impact on marketing strategies, challenges of rural marketing, Thompson Rural Market Index.

### **Unit VI:**

Rural Consumer : Characteristics of rural buyer; factors affecting rural buying behaviour, buying pattern of rural consumers, rural market segmentation; Product planning, quality strategy, packaging strategy, branding strategy, promotional strategy, pricing strategy, distribution and logistics in rural markets.

### **Unit VII:**

Marketing of agricultural inputs: Concept of agricultural inputs, co-operative marketing, Contract Farming, public distribution system, agricultural marketing in India – problems and prospects.

### **Unit VIII:**

Financial Institutions in Rural Market: NABARD, State Co-operative Banks, Commercial Bank, Kisan Credit Card Scheme

### **Unit IX:**

Case lets

### **Suggested Readings:**

- Christopher H. L, Service Marketing, Prentice Hall
- Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Macmillan
- Marketing Management by Philip Kotler, 8<sup>th</sup> Edition
- Payne A, The Essence of Service Marketing, Prentice Hall
- Rampal Gupta, Service Marketing, Galgotia Publishing
- Gopaldaswamy, Rural Marketing, Wheeler Publishers, New Delhi
- Rajagopal, Organising Rural Business, Sage Publishers.

## **B (1) Retail Business Management**

### **Unit I:**

Retailing: Concept, Scope and Retail Management. Theories Of Retail Development (Wheel Of Retailing, Retail Accordation, Melting Pot Theory, Polarisation Theory). Contribution of Retailing To Indian Economy. Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario Of Retail business In India

### **Unit II:**

Retail Strategy: Definition, Importance, & Future of Retail Market Strategy. Developing and Applying Retail Strategy. Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment, Retailing of Services.

### **Unit III:**

Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.

### **Unit IV:**

Franchising: Definition, Types and Evolution. Franchising Law In India. Outsourcing: Definition, Scope and Importance. Introduction of the Concept Of VAT In Retailing. CRM in Retail: Concept, Types of CRM, Application Of CRM In Retailing, Strategic Framework For CRM In Retail.

### **Unit V:**

Manufacturer Distributor Network Relationship

### **Suggested Readings:**

- Ramaswamy VS, Namakumari “Marketing Management” Macmillan
- Marketing Management by Philip Kotler, 8<sup>th</sup> Edition
- Gibson & Vedamani “Retail Management” Jayco Books
- Bajaj, Tuli, & Srivastava “Retail Management” Oxford University Press
- Berman Barry & Evance J.R “Retail Management” Prentice Hall India
- Jain J.N. & Singh P.P “ Modern Retail Management – Principal And Techniques ” Regal Publications
- Madan K.V.S “ Fundamental S Of Retailing” Mcgraw-Hill
- Swapna Pradhan “Retailing Management- Text And Cases” Tata Mcgraw-Hill • Peelen Ed “Customer Relationship management 2009” Pearson Education
- Gilbert D “Retail Management” Pearson Education
- George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing



- Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
- Sales Management by Still, Cundiff, Govoni

### **Semester 6:**

#### **Paper- Core Course- 13- Entrepreneurship Development**

- **Unit-I** Definition of Entrepreneurship, Entrepreneur, features of Entrepreneurship, functions of Entrepreneurship, Entrepreneurship & Creativity, Definition of Innovation, and Social Responsibility and Business Ethics, Environmental Awareness

- **Unit-II** Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Roll of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India, Industrial and Economic Policies declared by the Government from time to time
- **Unit-III** Financial Institution –SIDBI, TFCI, Commercial Bank etc. Identification of Opportunities, SWOT Analysis, Decision Making, Choice of Technology, Make or Buy Decision, Exposure to demand based industries, resource based industries, service based industries, Import substitute and export promotion industries
- **Unit-IV** Project Formulation: concept, objective, preparation of a Project Plan, Project Cost Components, Economic Viability, Financial Feasibility, PERT and CPM
- **Unit-V** Human Resource Management- Importance, Role of HRD, Planning, Recruitment, Training and Development, Performance Management (Appraisal), Leadership, Reward Management (Motivation, Positive Reinforcement), Stress Management, HRIS (Human Resource Information System), Work-Life Balance
- **Unit VI:** Financing Procedure and financial incentive, costing and pricing, knowledge of capital market, working capital management, fund flow and cash flow, Financial ratios, Break-even Analysis, Management Information System (MIS), Financial Institutions
- **Unit VII:** Market Survey techniques, Elements of Marketing Management: Marketing Mix, Packaging, Analysis Marketing Opportunities, Planning and Implementing Marketing Strategies, New Product Development
- **Unit VIII:** Business and Industrial Laws; Licensing, Registration, Municipal Byelaws and Insurance coverage; Factory Act, Sales of Goods Act, Partnership Act; Income Tax, Sales Tax and Excise Tax; Pollution Control and Environmental Act.

### **Suggested Readings:**

1. Lesikar R.V. & Flatley, M.E.; Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee and Thill Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
4. Locker and Kaczmarek, Business Communication: Building Critical Skills, TMH
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
6. Reuben, Ray; Communication today – understanding creating skills, Himalaya Publishing House, 2001.
7. E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
8. Stephen R. Covey; The seven habits of highly effective people
9. Entrepreneurship Development by Dilip Gangopadhyay
10. "The Attention Merchants: The Epic Scramble to Get Inside Our Heads" By Tim Wu
11. Entrepreneurial Development by Dr. S.S. Khanka – Chand publication
12. The Hard Thing About Hard Things by Ben Horowitz
13. Antifragile: Things That Gain from Disorder by Nassim Nicholas Taleb

14. The Ecology of Commerce by Paul Hawken
15. Cradle to Cradle: Remaking the Way We Make Things by M. Braungart & W. McDonough
16. Vasant Desai, Dynamics of Entrepreneurial Development and Management
17. Arya Kumar, Entrepreneurship
18. David H. Holt, Entrepreneurship: New Venture Creation
19. C B Gupta, Entrepreneurship Development in India

### **Paper- Core Course 14- Project**

Project work shall have to be undertaken during sixth semester by every student individually under the guidance of the teacher from the Colleges concerned/external expert in matters relating to the area of study, collection of data, preparation of questionnaire, compilation of data, use of relevant reading materials and presentation of report. Individual Report shall have to submit in two bound and typed copies to the College concerned in the form of a dissertation and duly endorsed by the course-co-ordinator and the Principal of the College concerned at least fifteen days before the commencement of the University examination. The report shall be jointly evaluated by one internal and one external examiner in a viva-voce examination.

#### **Report Content:**

- Introduction
- Objectives
- Study Area
- Research Methodology
- Data Analysis
- Interpretation
- Inference
- Executive Summary
- Conclusion
- Bibliography
- Annexure

### **Discipline Specific Elective Course – A (2) Digital Marketing** **B(2) Logistics Operations & Supply Chain Management** **OR** **Globalization & International Marketing**

#### **A (2)**

#### **Digital Marketing**

#### **Unit I:**

History, New non-linear marketing approach, Use in the digital era, Brand awareness: Ease of Access, Competitive advantage, Effectiveness; Latest developments and strategies; Ways to further increase the effectiveness of digital marketing

## **Unit II:**

Channels; Multi-channel communications, Advantages and limitations

## **Unit III:**

Digital Marketing Strategy, Planning, Stages of planning- Opportunity, Strategy, Action

## **Unit IV:**

Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowdsourcing), Web Marketing, Search Engine Optimisation (SEO), Online Advertising, Social Media Marketing (Facebook & LinkedIn), Mastering Google (AdWords Advertising, Analytics & Applications), Micro Blogging - Twitter, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing, Video & Audio (Podcasting) Marketing

## **Suggested Readings:**

- Ryan, Damian; Jones, Calvin (2009), Understanding digital marketing: marketing strategies for engaging the digital generation, Kogan Page
- Carter, Ben; Brooks, Gregory; Catalano, Frank; Smith, Bud (2007), Digital Marketing for Dummies, John Wiley & Sons
- Ramaswamy VS, Namakumari “Marketing Management” 4<sup>th</sup> Macmillan

## **B (2)**

### **Logistics Operations & Supply Chain Management**

## **Unit I:**

Concept; Origin of the term, definition, Functions, Importance

## **Unit II:**

Historical Developments

## **Unit III:**

Business Process Integration

## **Unit IV:**

Concept of Supply Chain Network

## **Unit V:**

Components of Supply Chain Management, Reverse Supply Chain

## **Unit VI:**

Global Application

## **Unit VII:**

Skills, Competencies, Roles and Responsibilities of SCM professionals

## **Unit VIII:**

Logistics and SCM

### **Suggested Readings**

1. Essentials of Supply Chain Management by MichealHugos
2. Logistics and Supply Chain Management by Martin Christopher
3. Supply Chain Management: Strategy, Planning and Operations by Sunil Chopra
4. Productions and Operations Management by P. Chari

### **B (2) OR**

### **Globalisation and International Marketing**

#### **Unit I:**

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

#### **Unit II:**

International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's Presence In International Marketing

#### **Unit III:**

Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural. Entering International Markets: Concepts, Modes and Factors

#### **Unit IV:**

International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

#### **Unit V:**

Selection of Retail Market, Study and Analysis Of Retailing In Global Setting, Internationalization Of Retailing And Evolution Of International Retailing Methods Of International Retailing.

#### **Unit VI:**

Concept of Foreign Direct Investment (FDI) and Multi-National Company (MNC)

### **Suggested readings**

- Kotabe M, Helsen K. "Global Marketing Management" Wiley, Jhon&Sons,Inc
- NargundkarRajendra" International Marketing" Excel Books
- Joshi Rakesh Mohan " International Marketing" OxfordUniversity Press
- Kotabe,Pelose,Gregory And Helson" International Marketing Management" Wiley, Jhon&Sons,Inc
- McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.
- S.A.Sherlekar: Marketing Management, Himalaya
- Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI