



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-1 (BBA)

Subject: Enterprise Promotion - BBAIE11302

Type of course: Major (Core)

Prerequisite:

Any student who has studied and passed 12th Standard Examination in Science or General stream with English as one of the subjects from any recognized Board can join BBA Program.

Rationale:

The course aims to familiarize the students with the basic concepts of Advertising Management and their application in business.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks			Total Marks
CI	T	P		Theory Marks		CCE	
				SEE	MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Continuous Assessment:

(For each activity maximum-minimum range is 10 to 5 marks)

Sr. No	Active Learning Activities	Marks
1	Quiz MCQ Test will be conducted on Moodle (10 MCQs from each module).	10
2	Business Promotion Ideas Students will come up with Innovative concepts of advertising and prepare an advertisement of a product / service of their choice and Upload it to Moodle. (In a Group of Three)	10
3	Live Projects Students are required undertake any ONE live project related to Business and Upload a report to Moodle. (In a Group of Three)	10
4	Poster Making Faculty will provide a topic on which students are required to prepare posters (In a Group of Five)	10
5	Case Study Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and Upload it to Moodle	10
6	Attendance	10
7	Student's Preference	10
Total		70

Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Advertising Fundamentals and Media Basics of Advertising: Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners) Media : New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget	15	25
2	Creativity and Social aspects of Advertising Creativity & Research: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods. Society: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising	15	25
3	Regulatory framework Regulatory framework of advertising: Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India(ASCI) and Indian Broadcasting Foundation(IBF) Sales Management Introduction: Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman.	15	25
4	Sales Planning and Controlling Sales planning : Concept, Process, Sales Forecasting - Methods and Limitations Sales controlling : Concept of Sales Budget and Sales Audit, Recent trends - Importance of Customer Feedback, Sales Management - Data Mining, Role of IT	15	25

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom’s Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	30%	30%	10%	10%	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course the students should be able to:	
CO1	Demonstrate a thorough understanding of the world of advertising
CO2	Understand the Concept of Creativity, Social
CO3	Different Regulatory framework in India and also acquaint students with approaches and methods of Sales Management
CO4	Aware the students about Sales Planning and Controlling

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

Kazmi & Batra, *Advertising & Sales Promotion*, Excel Books

Aaker, Batra & Myers, *Advertising Management*, Prentice Hall, India

Kruti Shah & Alan D'souza, *Advertising & Promotion*, Tata McGraw-Hill Delhi

Kelley & Jugenheimer, *Advertising Media Planning a Brand Management Approach*, Prentice Hall

