



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-3 (BBA)

Subject: Advertising and Sales Management – BBAMM13310

Type of course: Major (Core)

Prerequisite:

Students must be clear about basic concepts of Marketing Management.

Rationale:

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

Teaching and Examination Scheme:

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

Legends: CI-Classroom 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.



Course Content:

Sr.No	Course content	Hrs	% Weightage
1	<p>Introduction to Advertising</p> <ul style="list-style-type: none"> ● Definition of advertising ● Historical overview of advertising <p>Types of Advertising</p> <ul style="list-style-type: none"> ● Print advertising ● Broadcast advertising ● Digital advertising ● Outdoor advertising ● Other forms of advertising <p>The Role of Advertising</p> <ul style="list-style-type: none"> ● Objectives of advertising ● Importance of advertising in marketing <p>Advertising Agencies</p> <ul style="list-style-type: none"> ● Functions of advertising agencies ● Services offered by advertising agencies <p>Setting Advertising Objectives</p> <ul style="list-style-type: none"> ● Understanding SMART objectives ● Aligning advertising objectives with overall marketing goals <p>Measuring Advertising Effectiveness</p> <ul style="list-style-type: none"> ● Key performance indicators (KPIs) for advertising ● Methods of measuring advertising ROI 	15	25
2	<p>Message Development and Copywriting</p> <ul style="list-style-type: none"> ● Crafting effective advertising messages ● Importance of copywriting in advertising <p>Visual Communication in Advertising</p> <ul style="list-style-type: none"> ● Role of visuals in advertising ● Design principles for effective advertisements <p>Advertising Campaign Management</p> <ul style="list-style-type: none"> ● Coordination of advertising elements ● Scheduling and implementing advertising campaigns <p>Monitoring and Optimization</p> <ul style="list-style-type: none"> ● Tracking advertising performance ● Making adjustments based on campaign data <p>Ethical and Legal Considerations in Advertising</p> <ul style="list-style-type: none"> ● Regulatory frameworks for advertising ● Ethical issues in advertising 	15	25



3	<p>Introduction to Sales Management</p> <ul style="list-style-type: none"> ● Overview of sales management ● Importance of effective sales management in business ● Role and responsibilities of a sales manager <p>Understanding Sales Process</p> <ul style="list-style-type: none"> ● Sales process overview: prospecting, qualifying, presenting, handling objections, closing, and follow-up ● Importance of sales process <p>Sales Planning and Forecasting</p> <ul style="list-style-type: none"> ● Importance of sales planning and forecasting ● Steps in creating a sales plan ● Methods and tools for sales forecasting <p>Sales Team Management</p> <ul style="list-style-type: none"> ● Recruitment and selection of sales professionals ● Training and development programs for sales teams ● Motivation techniques for sales personnel ● Performance evaluation and feedback mechanisms 	15	25
4	<p>Sales Strategies and Tactics</p> <ul style="list-style-type: none"> ● Differentiation between sales strategies and tactics ● Formulating effective sales strategies based on market analysis ● Implementing tactical approaches to achieve sales goals <p>Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> ● Understanding the importance of CRM in sales management ● Strategies for building and maintaining strong customer relationships <p>Sales Performance Metrics and Analysis</p> <ul style="list-style-type: none"> ● Key performance indicators (KPIs) for sales teams ● Methods for tracking and analyzing sales performance ● Continuous improvement strategies for sales performance <p>Ethical and Legal Issues in Sales Management</p> <ul style="list-style-type: none"> ● Understanding ethical considerations in sales management ● Handling ethical dilemmas and conflicts in sales situations 	15	25



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	TV Ad Analysis: Students will select one TV Ad of their choice and analyze it in terms of its effectiveness, target audience, messaging, and persuasive techniques and upload the PDF report on GMIU Web Portal.	10
2	Print Ad Analysis: Students will select one Newspaper Ad of their choice and analyze it in terms of its effectiveness, target audience, messaging, and persuasive techniques and upload the PDF report on GMIU Web Portal.	10
3	Digital Ad Analysis: Students will select one Youtube Ad of their choice and analyze it in terms of its effectiveness, target audience, messaging, and persuasive techniques and upload the PDF report on GMIU Web Portal.	10
4	Salesperson Interaction : Students will meet a Salesperson of a particular company and learn the actual working of that person and fill a predetermined questionnaire provided by the faculty and upload the PDF on GMIU Web Portal.	10
5	Sales Strategy Preparation: Students will select one product or service of their choice and prepare the sales strategy for that product or service and upload the PDF report on GMIU Web Portal.	10
6	Sales Pitch Preparation: Students will select one product or service of their choice and prepare a sales pitch for that product or service and upload their 1 minute video on GMIU Web Portal.	10
7	Attendance	10
Total		70

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	40%	30%	10%	10%	0%	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	Grasp the core concepts of advertising and its significance in marketing.
CO2	Develop proficiency in planning, executing, and evaluating advertising campaigns while adhering to ethical standards.
CO3	Demonstrate proficiency in understanding fundamental sales management principles.
CO4	Apply advanced techniques for effective sales planning, execution, and ethical decision-making.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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. 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 the laboratory.

Reference Books:

- [1] George E. Belch and Michael A. Belch (Latest Edition). "Advertising and Promotion: An Integrated Marketing Communications Perspective".
- [2] Pete Barry, (Latest Edition). "The Advertising Concept Book: Think Now, Design Later".
- [3] Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, and Charles H. Schwepker Jr. (Latest Edition). "Sales Management: Analysis and Decision Making"
- [4] Robert B. Miller, Stephen E. Heiman, and Tad Tuleja. (Latest edition). "Strategic Selling: The Unique Sales System Proven Successful by America's Best Companies"

