



Course Syllabus
Gyanmanjari Institute of Commerce
Semester-3(M.Com)

Subject: Advertising and Sales Promotion-MCOMM13512

Type of course: Major (Core)

Prerequisite:

A study of Advertising and Sales Promotion typically requires fundamental understanding of marketing strategies, practices and key topics such as market research, PESTEL analysis, decision-making processes, and the role of managers in achieving organizational goals.

Rationale:

Advertising and Sales Promotion serve as indispensable components of marketing strategies, facilitating brand awareness, persuasion, and ultimately, driving consumer action. Through meticulously crafted messages delivered via various channels such as print, digital, and social media, advertising aims to capture audience attention, evoke emotions, and communicate the unique value proposition of products or services.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks		CA	
			ESE	MSE	V	P	ALA		
04	00	00	04	60	30	10	00	50	150

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.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	<p>Advertising Fundamentals and Media: Basics of Advertising: Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioral Model Ad Agency: Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency Media : New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget</p>	15	25
2	<p>Creativity, Social and Regulatory Framework 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 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)</p>	15	25
3	<p>Sales Management Introduction: Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman. Sales force management: Selection Procedure, Training Methods, Motivational Factors and Compensation methods of sales personnel Sales organization: Concept, Objectives, Structure and Steps in Developing a Sales Organization</p>	15	25
4	<p>Sales Planning and Controlling Sales planning: Concept, Process, Sales Forecasting - Methods and Limitations Sales controlling: Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory Recent trends - Importance of Customer Feedback, Sales Management – Data Mining, Role of IT</p>	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Advertisement Redesign: Faculty will give to students an existing advertisement and ask them to redesign it to make it more effective upload their redesigned posters on GMIU WEB Portal.	10
2	Platforms of Digital Marketing: Students will find out the various real – world Platforms and its types for Marketing and submit it as form of report on GMIU WEB Portal.	10
3	Art of selling: Student will record short video on selling a product to the consumer and upload it on GMIU WEB Portal.	10
4	Customer Feedback: Student will take feedback from the customers on “how advertisement affect their purchasing decision” and upload feedback report on GMIU WEB Portal.	10
5	Ad VS Selling: Students will compare concept of advertisement and selling and upload it on GMIU WEB Portal.	10
Total		50

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	30%	40%	30%	-	-	-

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	Understand the basics of advertising including its concept, features, and significance.
CO2	Develop advertising copy for print, broadcast, and digital media channels.
CO3	Evaluate training methods, motivational factors, and compensation methods for sales personnel.
CO4	Analyze the concept of sales controlling, including sales budgeting and sales audit.



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:

- [1] Advertising and sales Management - S Praveen
- [2] Marketing Management - Philip Kotler
- [3] Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.
- [4] Nag A., Sales and Distribution Management, McGraw Hill Education, New Delhi

