

SUMMARY CHART

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

Sl. No.	YEAR	SEMESTER	PAPER	NAME OF THE PAPER	L	T	P	TOTAL PER WEEK	EXAM HRS.	HOURS ON THE JOB
1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	12.
1	1ST YR.	I	I	Marketing Communication-I	3	3	-	6	3	
2.	"	I	II	Advertising(I)-I	3	3	-	6	3	
3.	"	I	III	Marketing Communication-II	3	3	-	6	3	
4.	"	II	IV	Advertising(I)-II	3	3	-	6	3	
5. ON-THE-JOB TRAINING					-	-	-	4 WEEKS		
6.	2ND YR.	III	V	Advertising(II)-I	3	3	-	6	3	
7.	"	III	VI	Personal Selling & Salesmanship-I	3	3	-	6	3	
8.	"	IV	VII	Advertising(II)-II	3	3	-	6	3	
9.	"	IV	VIII	Personal Selling & Salesmanship-II	3	3	-	6	3	
10. ON-THE-JOB TRAINING					-	-	-	4 WEEKS		
11.	3RD YR.	V	IX	Management of the Sales Force	4	2	-	6	3	
12.	"	V	X	Sales Promotion & Public Relations	2	4	-	6	3	
13.	"	VI	XI	Project report & report On-the-Job Training I & II			-	6		
14.	"	VII	XII	Entrepreneurship Development				6		

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

Objectives:

This course is intended to impart knowledge and develop skill among the participants in the field of marketing communication, so as to equip them to man junior and lower-middle level positions in the fast-growing and challenging business area of advertising, Sales - promotion, selling and sales management and public relations.

contd....(2)

Suggested Readings:

- | | |
|--------------------------------|--|
| 1. Wright, Winters and Zeiglas | Advertising Management (McGraw Hill) (Relevant Chapters) |
| 2. Duna and Darban | Advertising: Its role in modern marketing (the Drydon press) (relevant chapters) |
| 3. Mahendra Mohan | Advertising (Tata McGraw Hill) (relevant chapters) |
| 4. Philip Kotler | Marketing Management 8th Ed. (Prentice Hall of India) Chap-22 |
| 5. Subroto Sengupta | Cases in advertising and Communication Management in India (IIM Ahmedabad) |

PAPER - III : ADVERTISEMENT II :

- Advertising Media Types: of Media; Print Media (Newspaper and Magazines, Pamphlets, posters and brochures) ; Electronic Media (Radio, Television, Audio Visuals, Cassettes), Other Media (Direct Mail, outdoor media), Their characteristics, merits and limitations. Media scene in India. Problems of reaching rural audience and markets. Exhibitions and Mela. Press Conference.
- Media Planning. Selection of Media category. Their reach, frequency and impact. Cost and other factors influencing the choice of media.
- Media Scheduling.
- Evaluation of advertising effectiveness. Importance and difficulties. Methods of measuring advertising effectiveness. Pre-testing and post-testing. Communication effect. Sales effects.
- Regulation of advertising in India. Misleading and deceptive advertising and false claims.
- Advertising agencies. Their role and importance in advertising and false claims.
- Advertising agencies. Their role and importance in advertising. Their organisation patterns, Functions, Selection of advertising agency. Agency Commission and fee.
- Advertising Department. Its functions and Organisation.

Suggested Readings:

Same as for Paper - II (relevant chapters)

PAPER - IV : PERSONAL SELLING AND SALESMANSHIP :

- Nature and importance of personal selling. Door to door selling, situations where personal selling is more effective than advertising. Cost of advertising Vs. Cost of Personal selling.
- AIDA model of selling. Types of selling situations. Types of sales persons.

- Process of effective selling: Prospecting, Pre-approach, approach, presentation and demonstration, handling and objections. Closing and sale post - sale activities.
- Qualities of the successful sales person with particular reference to consumer service.
- Selling as a career, advantages and difficulties Measures for making selling an attractive career.
- Distribution network relationship.
- Reports and documents; Sale Manual, Order book, Cash Memo., tour diary, daily and periodical reports.
- Other problems in selling.

A. Tentative Suggested Readings:

- | | |
|---------------------------------|--|
| 1. Russel, Beach and Brskirk, | Selling (McGraw - Hill) |
| 2. Still, Cundiff and Goveni | Sales Management (Practice Hall of India) |
| 3. J.S.K. Patel | Salesmanship and publicity (Sultan Chand & Sons, N.Delhi) |
| 4. CA. Kirkpatrik | Salesmanship (South Western Publishing; Indian Reprint by J.Taraporewal, Bombay) |
| 5. Hohnson, Kirtz, and Schueing | Sales Management (McGraw Hill) |

PAPER-- V : MANAGEMENT OF THE SALES FORCE:

- Importance of the sales force and its Management.
- Functions of Sales Manager.
- Recruitment and Selection.
- Training and Direction.
- Motivation and compensation.
- Appraisal of Performance.
- Salesforce size, organisation of the sales department: Geographic, Product Wise, Market based.
- Sales Planning and Central : Market analysis and sales forecasting. Methods of forecasting sales.
- Sales Budget : Importance, Process of sales budget, uses of sales budget.
- Sales territory Considerations in allocation of sales territory.
- Sales quota : Objectives, principles of selling sales quota administration of sales quota. Uses of sales quota.
- Sales and Cost analysis : Uses and Methods.

Suggested Readings:

- | | |
|------------------------|--|
| 1. Stanten and Buskirk | Management of the Sales force (Richard D. Itwin) |
| 2. Philip Ketler | Marketing Management 7th Ed. (Prentice Hall of India) Chap.24. |

(Paper VI) SALES PROMOTION AND PUBLIC RELATIONS

GROUP - A : SALES PROMOTION

1. NATURE AND IMPORTANCE OF SALES PROMOTION

- Definition ✓
- Strength and limitations ✓
- Objective ✓
- Role in marketing ✓

2. FORMS OF SALES PROMOTION

- Consumer oriented ✓
- Trade oriented ✓
- Sales force oriented ✓

3. MAJOR TOOLS OF SALES PROMOTION

- Samples ✓
- Point of purchase ✓
- Display and demonstration ✓
- Exhibition and fashion shows ✓
- Sales contest and games of chance and skills : lotteries, gift offers, premium and free goods, rebates, patronage, rewards ✓

4. CONVENTION, CONFERENCE AND TRADE SHOWS, SPECIALITIES AND NOVELTIES

5. DEVELOPING SALES PROMOTIONAL PROGRAMMES, PRE-TESTING, IMPLEMENTING, EVALUATING THE RESULTS AND MAKING NECESSARY MODIFICATIONS

GROUP - B : PUBLIC RELATIONS

6. PUBLIC RELATIONS

- Meaning •
- Features •
- Growing importance •
- ~~Public relations~~ •
- Role in marketing •
- Similarities between publicity and public relations •

7. MAJOR TOOLS OF PUBLIC RELATIONS

- News •
- Speeches •
- Special events •
- Hand-outs and leaflets •
- Audio-visual •
- Public service activities •
- Miscellaneous tools •

8. ETHICAL AND LOCAL ASPECTS OF SALES PROMOTION AND PUBLIC RELATIONS

PAPER VII

PROJECT REPORT & ON-THE-JOB TRAINING REPORT - 100 MARKS

Project Report	30 marks
On-the-job Training Report	30 "
Oral Presentation & Viva on Project Report	...	20 marks	
On-the-job Training Report	...	20 "	40 "

1. Project work shall have to be undertaken at the end of the second year of the study by every student individually or in groups under the guidance of the teacher from the Colleges concerned/ external expert in matters relating to the area of the study, collection of data, preparation of questionnaire, compilation of data, use of relevant reading materials and presentation of report.

Individual Report shall have to be submitted in two bound and typed copies to the College concerned in the form of a dissertation accompanied by a certificate of the guide and duly endorsed by the course - co-ordinator and the Principal of the College concerned at least seven days before the commencement of the University examination. *The report shall be...*

2. Every student shall have to undertake on-the-job training at the end of the second year of the study for a period of at least 4 weeks in an organisation of repute working in the field of advertising sales promotion, marketing sales management and public relations and market research. The student shall be under a suitable guide from the organization imparting the training. Further one Faculty member from the College will maintain liaison with the organization. The student shall be under administrative control of the organization regarding duty hours, site of work. He shall have to maintain a record of attendance and work done during the training.

* (The Head of the organization 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 organization to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

Every student shall have to submit two copies of the bound report containing typed pages on the work undertaken in the organization in the form of a dissertation to the College concerned at least seven days before the commencement of the University examination. The Report shall contain the following aspects :

- a) History & structure of the organization
- b) Functions of the various departments and the broad functions of the organization.
- c) Inter-Departmental Relationships.
- d) Functions of the particular department in which the student worked.
- e) Job description in details.
- f) General Nature of the job-experience.
- g) Realization/Conclusion - Practical gains in terms of knowledge and experience.

The report shall be jointly evaluated by one internal and one external examiner and a viva-voce examination will be held in both for Project Report and On-the job Training Report.

Paper - 8

UNIVERSITY OF CALCUTTA
Draft Syllabus
in
Entrepreneurship Development
(a Compulsory paper for Three Year B.A./B.Sc./
B.Com. Degree Courses with vocational subjects)

Classification	Topica/Subjects	No. of periods
A) ENTREPRENEUR : SHIP BUILDING SWE S.D JL	1) Meaning-Importance-Psychological Sociological Factors and Distinctive Competence. Entrepreneurship Process. Identification of Opportunities-Choice of Technology-Make or Buy Decision-Biography of Indian Entrepreneurship - Status of Worldwide Entrepreneurship.	3
	2) Need Scope and Characteristics of Entrepreneurship Special Schemes for Technical Entrepreneurs, STED.	2
	3) Social responsibility and business ethics.	1
	4) Environmental Awareness.	1
	5) Human Resource Management, Management of self and understanding human behaviour.	5
AG	Leadership, Motivation Attitude - Belief, Communication, Group Dynamics, Delegation, Setting of Goals, Self assessment, Transactional Analysis, Creativity, Problem Solving - Strength Weakness Opportunity and Threat (SWOT) Techniques - Decision Making-Stress Management-Positive Reinforcement, Recruitment, Selection, Training.	

T O T A L : 12

- SOURCE OF FACULTY :
- 1) In house experts and faculty members.
 - 2) Director, Cottage & Small Scale Industries, W.B. New Secretariat Buildings (9th floor), 1, Kiron Sankar Roy Road, Calcutta-700 001.
 - 3) SISI, Calcutta, 111 & 112, B.T.Road, Calcutta-35.
 - 4) GM/DIC of respective District.
 - 5) BNCCI/WEBCON.
 - 6) Any successful Entrepreneur of the locality.
 - 7) IIM, Calcutta.
 - 8) Experts from BE College (D.U.)
 - 9) IISWBM, Calcutta.

contd..... 2

B. FINANCIAL
MANAGEMENT

KKM

- 1) Institutions, financing procedure and financial incentives, Banking norms as in vogue 2
- 2) Financial ratios & their significance 2
- 3) Costing and pricing 2
- 4) Knowledge of capital market and mobilisation thereof 1
- 5) Funds flow & cash flow concept 1

T O T A L : 8

SOURCE OF FACULTY :

- 1) In house experts & faculty members.
- 2) Cost Accountant Institutes.
- 3) Training Institute of Bank
- 4) Directorate of Cottage & Small Scale Industries, W.B. New Secretariat Buildings (9th floor), 1, Kiron Sankar Roy Road, Calcutta-1
- 5) Reputed consultants.
- 6) BNCCI/WEBCON
- 7) Business Management Deptt. C.U.

C. TECHNOLOGY :
MANAGEMENT

Swc

- 1) Criteria for principles of product, selection and development 2
- 2) Choice of technology, plant and equipment 2
- 3) Energy requirements & utilisation 1
- 4) Resource Management-Men, Machine and materials 1
- 5) Critical Path Method (CPM) & Project Evaluation Review Techniques (PERT) as planning tools for establishing SSI 3
- 6) Plant Layout & Process Planning for the product 1
- 7) Quality control/quality assurance and testing of product 1
- 8) Production Management : Elements of Production Process, Production Planning and Control, Product Development Testing Facilities, Patents, Quality Assurance, Time Control and Cost Control, Total Quality Management. 3
- 9) Materials - Purchasing Management : Materials Planning and Budgeting, Source Selection, Public buying, Value engineering, Value analysis, Economic ordering quantity, Inventory control, Linkage with Import & Export Management 2

T O T A L : 16

SOURCE OF FACULTY :

- 1) In house experts & faculty members.
- 2) Experts of BE College (D.U.)
- 3) Experts of Jadavpur University
- 4) SISI, Calcutta, 111 & 112, B.T. Road, Calcutta-35
- 5) IIM, Calcutta
- 6) IISW

-: 3 :-

D) MARKETING MANAGEMENT :	1) Exposure to demand based, resource based, service based, Import substitute & Export promotion Industries.	3
	2) Market survey techniques.	3
	3) Elements of marketing & Sales management.	1
	4) Nature of product and market strategy - Packing & advertising - After sales service.	2
	5) Touch on Import-Export procedure & methods.	1
	6) Analysing marketing opportunities, planning marketing strategy, forecasting, marketing mix, advertising the marketing programme & sales management.	4

TOTAL : 14

SOURCE OF FACULTY :

- 1) In house experts & faculty members.
- 2) IIM, Calcutta.
- 3) Deptt. of Business Management, C.U.
- 4) Experts of BE College (D.U.).
- 5) SISI, Calcutta.
- 6) GM/DIC of respective district.
- 7) IISWB.

E) MONITORING & FOLLOWUP :	1) Sickness in small scale industries and their remedial measures.	1
	2) Coping with uncertainties, stress management & positive reinforcement.	1

TOTAL : 2

SOURCE OF FACULTY :

- 1) In house experts & faculty members.
- 2) Directorate of Cottage & Small Scale Industries, WB.
- 3) Expert from BE College (D.U.).
- 4) Expert from Jadavpur University.

F) PROJECT FORMULATION :	1) Needs, scopes and approaches.	1
	2) Stages and methodology in Project identification, selection of a project format, Project Report Writing.	1
	3) Analysis and evaluation of a project report.	1
	4) Critical decision making Areas - Money - Market - People.	1
	5) Interaction with appraisal authority and Financial Institutions, project outline of relevant professions.	1

- 6) Economic viability and financial feasibility. 2
- 7) Business and industrial laws, labour relations. 1
- 8) Entrepreneurs and society, changing concept of social responsibility, shift to ethics, institutionalizing & challenge of relativism. 2

TOTAL : 10.

SOURCE OF FACULTY :

- 1) In house resource persons if available.
- 2) SISI, Calcutta.
- 3) GM/DIC of respective district.
- 4) Directorate of Cottage & Small Scale Industries, WB
- 5) Experts from BE College (D.U.).
- 6) Experts from Jadavpur University.

G) STATUTORY PROVISION:

- 1) Licensing, registration - Municipal bye laws and Insurance coverage. 1
- 2) Important provisions of factory Act, Sales of goods Act, Partnership Act. 1
- 3) Pollution control & Environmental Act. 2
- 4) Income Tax, Sales Tax and Excise Rules. 1

TOTAL : 5

SOURCE OF FACULTY :

- 1) Faculty with Industrial Relation Management Experience Background.
- 2) Tax Practitioner/Lawyer.
- 3) Member from WBPCB, Calcutta.

H) KNOWLEDGE INPUT:

- 1) Industrial and economic policy declared by Govt. from time to time. 2

TOTAL : 2

SOURCE OF FACULTY:

- 1) Directorate of Cottage & Small Scale Industries, W.B.
- 2) SISI, Calcutta.

I) DATA BASE MANAGEMENT:

- 1) Books of accounts, financial statements 2
- 2) Creation of data base/Management Information System (MIS) 2

TOTAL : 4

Contd.....P/5.

SOURCE OF
FACULTY :

- 1) In house experts & faculty.
- 2) Experts from BE College (D.U.).
- 3) Experts from J.U.
- 4) IIM, Calcutta.
- 5) Business Management Deptt.
- 6) IISWBM, Calcutta.

ADDITIONAL
TOPICS :

- 1) Break-even analysis - Cash flow & Fund flow.
- 2) Organisation psychology - Transactional approach.
- 3) Visit to linked institutions & promotional agencies, like Commercial banks, WBFC, SISI, DIC, Commercial Tax Offices, WBPCB & some testing centres.

ADDITIONAL BOOKS & JOURNALS :
AS READING MATERIALS.

1) BOOKS

- a) Marketing Management by Philip Kotler Publisher : Prentice Hall of India.
- b) Fundamentals of Financial Management by James C. Van Horne. Publisher : Prentice Hall of India.
- c) Organisation Psychology by Edgar H. Schein. Publisher : Prentice Hall of India.
- d) Materials Management by A.K. Datta. Publisher : Prentice Hall of India.

2) JOURNALS

- a) Monthly bulletin of Reserve Bank of India.
- b) Industrial Survey of India- Hindu Group.
- c) Business Today - Indian Express Group.
- d) Economic Times.

GROUPING OF QUESTION PAPER :

- a) Entrepreneurship Building, Technology Management & Project Formulation - 38 Nos. of periods.
It should carry 52 marks out of 100.
- b) Financial Management, Marketing Management, Monitoring & Followup, Data Base Management, Statutory Provisions & Knowledge Input - 35 Nos. of periods.
It should carry 48 marks out of 100.

Total Nos. of periods : 73

Total marks : 100