

M.Com. Final Management Group

PAPER-IV ADVERTISING AND SALES MANAGEMENT

(Questions will be set from each unit)

Objective

The basic objective of this course is to acquaint students with the theory and practice of advertising as well as also management of a firm's sales operations.

Course Inputs

UNIT - I Advertising : Defined, advertising as a tool of marketing; Advertising effects economic and social; Advertising and consumer behaviour, Advertising scene in India. Advertising Objectives and Advertising Budgets.

UNIT - II Advertising Media : Print media, broadcasting media; Non media advertising; Media planning and scheduling; Advertising on Internet; Media selection decisions.

Message Design and Development : Copy development types of appeal copy testing.

UNIT - III Measuring Advertising Effectiveness : Managing advertising agency-client relationship; Promotional scene in India; Techniques for testing advertising effectiveness.

Selling : Concept, objectives and functions of sales management; fundamentals of selling; Selling process; Salesmanship; Product and customer knowledge.

UNIT - IV Sales Planning : Importance and types of sales planning, sales planning process; Sales forecasting; Determining sales territories, sale quotas and sales budget.

Sales Organisation : Setting up a sales Organisation; Planning process; Principles of determining sales organisation.

UNIT - V Sales Force Management : Estimating manpower requirements for sales department; Planning for manpower-recruitment and selection, training and development, placement and induction; Motivating sales force; Leading the sales force; compensation and promotion policies; Sales meetings and contests.

Control Process : Analysis of sales volume, costs and profitability; Managing expenses of sales personnel; Evaluating sales force performance.