**SHYAMA PRASAD MUKHERJI COLLEGE**

**TEACHING PLAN**

Course and Year: B. Com (P) Second Year

Semester: IV

Taught individually or shared: Individually

BC 6.3 (a) - Advertising, Personal Selling & Salesmanship

Faculty: Dr. Nisha Arora

# Programme Learning Outcome

B.Com (Hons.) Programme aims to equip students with the knowledge, skills, and attitude to meet the challenges of the modern-day business organizations. The curriculum of B.Com. (Hons.) degree provides a carefully selected subject combination of Accounting, Economics, Finance, Management, Tax, Marketing and Law etc. The programme aims to nurture the students in intellectual, personal, interpersonal, and social skills with a focus on Holistic Education and development to make informed and ethical decisions and equips graduates with the skills required to lead management position. This programme brings out reflective and scientific thinking in the students which makes them inquisitive and curious to get deep insights of the business world and tackle the complex situations with much knowledge and wisdom.

**Course Objective**

The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

**SYLLABUS:**

# Unit I: Advertising: Introduction to Advertising

Communication Process: Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection- basis; Methods of setting of Advertising Budget.

# Unit II: Advertising: Message and Media Decision

Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy:

Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media: Media Scheduling.

# Unit III: Advertising: Advertising Effectiveness and Institutional Framework

Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).

# Unit IV Introduction to Personal Selling

Concept of Personal Selling and Salesmanship: Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives.

# Unit V Personal Selling Process

Prospecting; Pre-Approach; Approach; Presentation and Demonstration; Handling of

Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit.

**Books:**

* + Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), Selling: Principles and Practices, McGraw-Hill.
  + Futrell, Charles (2013), Fundamentals of Selling, McGraw Hill Education  Gupta, Ruchi (2017), Advertising, Scholar Tech Press.
  + Sharma, Kavita (2018), Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.
  + Gupta, R., (2021), Advertising and Personal Selling,Scholar Tech Press

**Suggested Readings:**

Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education. Castleberry, S.B. and Tanner, J. F. (2013), Selling: Building Relationships, McGraw

Hill Education.

* + IBS Case Study Centre, www. ibscdc.org
  + Kapoor, Neeru (2008), Advertising and Personal Selling, Pinnacle.
  + Shah, Kruti and A. D’Souza (2008), Advertising and Promotions: An IMC Perspective,

McGraw Hill Education

**Number of Lectures required to complete the units and the Teaching Schedule**

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| --- | --- |
| **UNIT** | **TEACHING SCHEDULE** |
| **I: Introduction to Advertising** | **15 lectures** |
| **II: Message and Media Decision** | **15 lectures** |
| **III : Advertising Effectiveness and Institutional Framework** | **15 lectures** |
| **IV: Introduction to Personal Selling** | **15 lectures** |
| **V: Personal Selling Process** | **15 lectures** |

**Methodology of Teaching:**

1. Lecture(online) and detailed discussion citing examples
2. Brainstorming
3. Revise and review

**Tentative date of assessments/ assignments (time frame):**

Test 1will be held in 4th week of September

Assignment 1 will be given in 1st week of September

Test 2 will be held in 1st week of November

Assignment 2 will be given in 3rd week of November.

**Criteria of Assessment:**

As prescribed by the University, Test for Internal Assessment.