

EC II PROMOTIONAL MANAEMENT

UNIT 1

Organising for promotion – promotional decision – Social influence on consumer decisions – Overview of decision process – Establishing promotional objectives – Setting the promotional budget – Techniques used.

UNIT 2

Advertising: Importance, Scope, benefits and criticisms – Advertising objectives – Advertising appropriation – Need, Methods – Advertising agency – Functions, client – agency relationships – Indian advertising agencies – Role of persuasion in advertising – Message strategy and it's development and evaluation.

UNIT 3

Techniques used in producing advertisement for print, broadcast and media – Multi media – Media panning and selection – Media strategy status in India – Media characteristics – Media research – Measuring advertising effectiveness – sales promotion – consumer, trade and sales force promotion.

UNIT 4

Corporate Image Building: Public relations – Role, type of public, process – Tools of public relations – Publicity - Institutional advertising – Direct Marketing – Importance, techniques used, relevance in Indian context –Event Marketing.

Promotional Programme Evaluation: Evaluation process – Regulations of promotions – Legislations, Relevance to society – Social responsibility – Ethics in Promotion.

UNIT 5

Sales Management: Personnel selling – Characteristics of sales force – Sales force Management – Recruiting, Selecting, Training, Performance appraisal – Territory structuring – Trends in personnel selling.

REFERENCES;

1. Govani Et-al, Promotional Management, PHI
2. Russell and Vernill, Advertising Procedure, PHI
3. Chunawala et-al, Foundation of Advertising Theory and Practice
4. Akar, Batra and Myers, Advertising Management, PHI