

CORE COURSE – II – SALES AND ADVERTISING MANAGEMENT

Objectives : To make the students to understand the sales promotion techniques and advertising as media development.

UNIT I

Sales Management – Meaning and Scope – Functions Sales Planning – Sales Policy – Sales Organization – Sales Territories – Sales Quota – Selling Process – Responsibilities of Sales Manager.

UNIT – II

AIDAS Formula – Need for Sales force – Recruitment and Selection of Sales force – Training of Salesmen – Qualities of a good Salesman.

UNIT – III

Advertising - Scope and Functions – Need for Advertising – Advertising Classification – Advertisement Planning and Organization - Ethical Issues in Advertising.

UNIT – IV

Advertising Media – Role of Media – Types of Media - Merits and Demerits – Media Research – Evaluation and Effectiveness of Advertising.

UNIT – V

The Advertising Budget – Advertising Agencies – Types - Legal Framework of Advertising – Recommendations of Sachar Committee – Self Regulation of Advertising.

Books for Reference:

1. Albert New Guard – The Field Sales Manager – Taraporewala.
2. Richard R.Still and Edward W.Gundiff – Sales Management, Prentice Hall.
3. Ramasamy, V.S.Marketing Management, Macmillan
4. Davar, Salesmanship and Advertising.
5. Pillai and Bhagavathi, Salesmanship.