

ADVERTISING AND SALES PROMOTION

UNIT – I

Advertising – Advertising on element of Marketing mix objectives – Advertising and Salesmanship – role and importance – planning for Advertisement communication process – formal and informal.

UNIT – II

Advertisement copy – kinds – Appeals – Advertising mix – Advertising budget and relevant decisions.

UNIT – III

Advertising expencies and their role – types of Advertising – measuring the effectiveness of Advertisement - Managing agency.

UNIT – IV

Sales Promotion – objectives – advantages - tools and their effectiveness – aggressive selling.

UNIT – V

Sales promotion and personnel selling nexus – Measuring the effectiveness of promotion company.

Reference:

1. Sales Promotion management – John A.Quelch
2. Marketing Salesmanship and Advertising – M.Ramasamy
3. Principles of Marketing and Salesmanship – J.C.Sinha
4. Advertising Principles problems and cases and others – Charles J.Dirkson.
5. Advertising management concepts and cases – Manendra Mohan (TMH).