



**Swami Ramanand Teerth  
Marathwada University,  
Vishnupuri Nanded 431606**

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**Centre For External Education**

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**M.Com. (External Mode)**

**Second Year**

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**SYLLABUS 2023-24**

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## Advertising and Sales Management

MC14

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**Total Credits: 04**

**Total Hours: 60**

**Unit 1: Introduction:** Meaning, nature and importance of advertising, types and objectives, setting of advertising budget, social and economic aspects of advertising, 5 M's of advertising

**Unit 2: Advertising planning: Media Decisions:** Major media types - their merits and demerits; Factors influencing media choice; media selection, media scheduling, Message Design and Development: Copy development, types of appeal, copy testing, Measuring Advertising Effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and Post-testing techniques.

**Unit 3: Introduction to sales management:** Meaning, definition, basic objectives, scope process, nature, key principles, Importance, Personal Selling, Emerging Trends in Sales Management,. Process of selling, types of selling, **Selling skills & Selling strategies:** Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-u action and **Management of Sales Territory & Sales Quota.**

**Unit 4: Sales force motivation and compensation:** Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process. **Sales Manager and Sales Person:** Role of sales manager and sales people; qualities and responsibilities of sales manager, functions of sales manager, functions of sales person, types and characteristics of sales manager and sales people-Time management for sales manager and sales person.

### **Suggested Readings:**

1. Belch and Belch, (2013) Advertising and Promotion, Tata McGraw Hill Co.
2. Sharma, Kavita,(2011) Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd.
3. Mahajan, J.P., and Ramki, (2010) Advertising and Brand Management, Ane Books Pvt Ltd, New Delhi.
4. Batra Rajeev, Myers John, Aker David (2002). Advertising Management, Pearson Education India
5. Clow Kenneth , Baack Donald (2013) Integrated Advertising, Promotion and Marketing Communications, Pearson Education, 6e
6. Chunawala S.A. & Kumar K.J., (2015) Advertising theories and practices, Himalaya Publication House

