

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: VI
Syllabus with Effect From: November/December-2013

Paper Code: UM06EBBA01	Total Credit:3
Title Of Paper: Advanced Marketing Management - II	

Unit	Description in detail	Weighting (%)
I	<p>Integrated Marketing Communications: Advertising: advertising objectives, advertising budget(Examples of Vidale & Wolfe Model, Palda's Distribution Lag Model, Decisions under risk & Uncertainty; Game Theory, Adaptive Model & Stochastic Model- only Theory), advertising message Including Ad Copy, Copy Creation & Production), advertising media (types, media selection, media scheduling), advertising. Measurement. Sales Promotion: Objectives, Major Sales Promotion tools Public relations (PR): Marketing public relations and major decisions in marketing PR Direct Marketing : Meaning, Scope and Importance</p>	25%
II	<p>Sales Force Management: Designing the sales force Structure Various approaches to decide about the Sales force structure and size. Compensation plans for sales people. Budgetary and non-budgetary methods for the control of Sales force. Allocation of Sales territories to salespeople and fixing of sales quotas. Appraisal of performance of salespersons.</p>	25%
III	<p>Distribution Channels & Marketing Control: An overview of distribution channels Emergence of unconventional Modes of distribution. Physical distribution and logistics decision - Marketing control and marketing Audit: Concept, types and tools of control and marketing audit procedure.</p>	25%
IV	<p>Rural Marketing: The rural market environment, Tapping the rural markets, Segmentation & Targeting, Product strategy- Specially designed for Rural Market, Brand decisions, Physical Distribution, Channel decision, sales force Management, Marketing Communications.</p>	

Basic Text & Reference Books:-

- Marketing Management - Philip Kotler and Kevin Keller.
- Marketing Management - V. S. Ramaswamy & S. Namakumari
- Sales force Management - Kundiff, Still and Govani
- Fundamentals of Advertising by Chunawalla
- Advertising and Promotion by Kruti Shah & Alan D'Souza

