

SARDAR PATEL UNIVERSITY
Programme: BCOM Semester: III
Syllabus with effect from : JUNE 2019

Paper Code: UB03CCOM28	Total Credit: 3
Title of Paper: Advertising, Sales Promotion and Sales Management - III	

Unit	Description in detail	Weighting (%)
1	MEASURING ADVERTISING EFFECTIVENESS: Objectives of measurements Measuring sales and communication performance Time of Measurement Methods of Measuring Effectiveness Advertising Audit.	25 %
2	ADVERTISING ORGANISATION: General Advertising Retail Advertising Business Advertising Facilitating Institutions Advertising Agencies	25 %
3	ADVERTISING AGENCY: Evolution of the Advertising Agency Selection of Advertising Agency Functions of Advertising Agency Types of Agency Organization Agency compensation.	25 %
4	FUTURE OF ADVERTISING IN INDIA: Advertising in the Market Place Advertising in Non-Business areas Industrial Advertising Rural Advertising Political Advertising	25 %

Basic Text & Reference Books

- Advertising Management: P.K.Agrawal.
- Sales Promotion and Advertising Management: M.N.Mishra
- Salesmanship and Publicity: J.S.K.Patel
- Advertising, Sales and Promotion Management: S. A. Chunnawala

