

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: I
Syllabus with effect from: June 2011

Paper Code: UB01CCOM08	Total Credit: 3
Title Of Paper: Advertising, Sales Promotion and Sales Management-I	

Unit	Description in detail	Weighting (%)
1	Communication & Promotion Mix Decisions Components of Promotion Mix Advertising, Personal Selling, Sales Promotion, Publicity & Public Relations and Direct Marketing - Concept with distinctive characteristics. Nature & Importance of Communication. The Communication Plan (Process) Elements and Steps in developing effective Communication.	25 %
2	Determining Communication Objectives Response Hierarchy Models- AIDA Model, Hierarchy of Effects Model, Innovation Adoption Model and Communication Model.	25 %
3	Message & Communication Channel Decisions Message Content – Appeals, Message Structure, Message Format, Message Source. Personal & Non-Personal Channel.	25 %
4	Setting up of Targets Policies, Strategies & Methods of Achievements, Integrated Marketing Communication.	25 %

Basic Text & Reference Books

- Philip Kotler – Marketing Management.
- William J. Stanton, Michael J Etzel, Bruce J. Walker- Fundamentals of Marketing.
- S.A. Chunawala-Promotion Management.

