

SARDAR PATEL UNIVERSITY
Programme: B.Com.
Semester: I
Syllabus with Effect From: June-2018

Paper Code: UB01CCOM28	Total Credit: 3
Title Of Paper: Advertising, Sales Promotion and Sales Management - I	

Objective: The Objectives of this course is familiarizes the students with fundamentals of Advertising, Promotion mix, Communication Channel

Unit	Description of Detail	Weighting(%)
I	Communication & Promotion Mix Decisions Components of Promotion mix: Advertising, Personal Selling, Sales Promotion, Publicity & Public Relations., Marketing mix: Price, Place Promotion, Product Importance of Communication, The Communication Process and Noise in Communication system	25%
II	Determining Communication Objectives Response Hierarchy Models- AIDA Model, Hierarchy of Effects Model, Innovation Adoption Model and Communication Model.	25%
III	Message & Communication Channel Decisions Message Content, Appeals – meaning, features, types Message Structure Message Format Message Source	25%
IV	Advertising Meaning, Definition, History of Indian Advertising, Features, Key Players of Advertising Industry, significance of advertising.	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.
- Advertising – principles and practices – Ruchi Gupta (S. Chand & Company Ltd.)