

SARDAR PATEL UNIVERSITY

B.COM. (BUSINESS STUDIES) SEMESTER-I		
Course Code UB01CCOM76	Course Title Advertising, Sales Promotion and Sales Management - I	Total Credit 3
Course Objectives	The Objectives of this course is familiarizes the students with fundamentals of Advertising, Promotion mix, Communication Channel.	

Course Description		
Unit	Description	Weightage
1.	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%
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 – meaning, features, types Message Structure Message Format Message Source	25%
4.	Advertising Meaning, Definition, History of Indian Advertising, Features, Key Players of Advertising Industry, significance of advertising.	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Learn about Communication & Promotion Mix Decisions Learn about Message & Communication Channel Decisions
2.	Will be able to Determine Communication Objectives
3.	Learn about Message & Communication Channel Decisions
4.	Get idea about Advertising
5.	Learn about Message & Communication Channel Decisions

Suggested References:	
Sr. No	References
1.	Philip Kotler – Marketing Management.
2.	William J. Stanton, Michael J Etzel, Bruce J. Walker- Fundamentals of Marketing.
3.	S.A. Chunawala-Promotion Management.
4.	Advertising – principles and practices – Ruchi Gupta (S. Chand & Company Ltd.)
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/139	