

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: IV
Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-IV		
Paper Code	Title of the Paper	Total Credit
UB03CCOM78	Advertising, Sales Promotion and Sales Management – IV	3
Course Objectives	To make student aware about the Advertising and related concepts	

Course Description		
Unit	Description	Weightage
1.	PERSONAL SELLING Nature and Importance of Personal selling Personal Selling Process Types of Personal Selling Advertising V/S Personal Selling	25%
2.	ESSENTIALS OF EFFECTIVE SELLING The Sales Process- Prospecting, Pre-approach, presentation and demonstration, Overcoming Objections, Closing and Follow- up and after sales services.	25%
3.	BUYING MOTIVES Types of Markets: Consumer Market and Industrial Market Decisions making Process in Buying and its types Buying Behaviour Factors influencing Consumer Behaviour Types of buying behavior	25%
4.	SELLING AS A CAREER Qualities of successful sales person. Problems in selling as a career Sales report and documents – Sales manual, order desk, cash memo, and tour diary, daily and periodical report.	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 • Practical Problem Solving
--------------------------------------	--

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
<ul style="list-style-type: none"> • Get familiar with the concept of Personal Selling • Get insights about ESSENTIALS OF Effective Selling, Buying Motives and Selling as a career

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Advertising Management: P. K.Agrawal
2.	Sales Pramotion and Advertising Management: M.N.Mishra
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/195	