

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: II**  
**Syllabus with effect from : November 2011**

<b>Paper Code:</b> UB02CCOM07	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Advertising, Sales Promotion and Sales Management - II	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Indian Advertising : Meaning and Role of advertising in modern BusinessWorld and national economy, Ethics in advertising, Future of advertising, Types of Advertising (Means of classification)</b> By geographical spread-national, regional and local. By target group – consumer advertising, industrial advertising or trade advertising. By type of impact – primary demand or selective demand advertising. Direct or indirect action advertising and Institutional advertising.	<b>25 %</b>
<b>2</b>	<b>Determining advertising objectives &amp; budget, DAGMAR, Informative, Comparative or Persuasive and Reminder advertising.</b> Factors affecting the advertising expenditure in a company, Methods of determining advertising budget- Affordable, Percentage of Sales, Objective and task, competitive parity.	<b>25 %</b>
<b>3</b>	<b>Media Planning &amp; selection:</b> Media availability in India - Print, Radio, Cinema, TV, Outdoor & Internet with their merits and demerits, Factors determining media choice, Media scheduling.	<b>25 %</b>
<b>4</b>	<b>Advertising Message &amp; Evaluation:</b> Essentials / Characteristics of a good Ad copy, Elements of a good advertise copy, Advertising layout, Advertisement of a broadcast copy, Evaluating advertising effectiveness - communication effect Research and sales effect Research.	<b>25 %</b>

**Basic Text & Reference Books**

- Foundations of Advertising : S. A. Chunawalla & K. C. Sethia
- Marketing – J. C. Gandhi
- Marketing – Philip Kotler

