

SARDAR PATEL UNIVERSITY
B.Com. Semester: II
Syllabus with Effect From: November/December-2019

Paper Code: UB02CCOM58	Total Credit: 3
Title Of Paper: Advertising, Sales Promotion and Sales Management - II	

Objective: The Objectives of this course is familiarizes the students with fundamentals of Indian Advertising, Media Planning & Selection.

Unit	Description of Detail	Weighting(%)
I	Indian Advertising : Meaning and Role of advertising in modern business world, future of advertising, Types of Advertising: By geographical spread-national, regional and local By target group – consumer advertising, industrial advertising, trade advertising or professional By type of impact – primary demand or selective demand advertising. By timing of response - Direct or indirect action advertising and By Objectives based – Product advertising, Institutional advertising, Public Service Advertising	25%
II	Determining advertising objectives & budget DAGMAR Approach, Factors affecting the advertising expenditure in a company, Methods of Determining advertising budget – Affordable Percentage of Sales, Objectives and task, competitive parity, advertising budgeting process.	25%
III	Media Planning and Selection Media availability in India – Print, Radio, Cinema, T.V., Outdoor and Internet with their merits and demerits, Factors determining media choice, Media Scheduling.	25%
IV	Creativity Advertising Characteristics of a good AD copy, Elements of a good advertise copy, Advertisement layout, types of advertising copies, print and broadcast copies with its principles	25%

Basic Text & Reference Books:-

- Foundations of Advertising by S.A. Chunawalla and K.C. Sethia
- Marketing by J.C. Gandhi
- Marketing By Philip Kotler
- Advertising – principles and practices – Ruchi Gupta (S. Chand & Company Ltd.)
- Advertising Management by P.K. Agrawal