

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: VI**  
**Syllabus with effect from: DECEMBER 2013**

<b>Course Code:</b> UB06CCOM08	<b>Total Credits: 3</b>
<b>Course Title:</b> Advertising, Sales Promotion and Sales Management – VI	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>SALES PROMOTION:</b> Meaning of Sales Promotion. Methods of Sales Promotion. Significance of Sales Promotion. Major Tools of Sales Promotion. Aggressive Selling and Limitation.	<b>25 %</b>
<b>2</b>	<b>PUBLIC RELATIONS:</b> Meaning of Public Relation. Communication Functions of Public relation. Difference between Public relation and Advertising. Tools of Public relation and its Growing Importance.	<b>25 %</b>
<b>3</b>	<b>PUBLIC RELATIONS AND MEDIA:</b> House Journal- Meaning, Nature, Classification of Journals, Merits and Demerits. Displays/ Window Displays. Public address system, Photographs, Drawings, Fairs, Festivals and Exhibits, Public affairs, Colours, Conferencing, Brochures, Pamphlets' and other Media.	<b>25 %</b>
<b>4</b>	<b>ENTREPRENEURSHIP:</b> Meaning, Definition and concept of entrepreneur & entrepreneurship. Essential Qualities of successful entrepreneurs. Barriers to entrepreneurship Women Entrepreneurship – Concept & Problems faced by Women Entrepreneurs. Rural entrepreneurship. Entrepreneurial Motivation- concept & factors.	<b>25 %</b>

**Basic Text & Reference Books:**

- Salesmanship and Advertising- R.C.Agrawal
- Salesmanship and Publicity- J.S.K.Patel.
- Marketing Management- R.C.Agrawal
- Promotion Management- S.A.Chunawala.
- Entrepreneurship Development in India- C B Gupta & N P Srinivasan

