

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: VI
Syllabus with effect from: DECEMBER 2020

Course Code: UB06CCOM28	Total Credits: 3
Course Title: Advertising, Sales Promotion and Sales Management – VI	

Unit	Description in detail	Weightage (%)
1	SALES PROMOTION: Meaning of Sales Promotion. Methods of Sales Promotion. Significance of Sales Promotion. Major Tools of Sales Promotion. Aggressive Selling and Limitation.	25 %
2	PUBLIC RELATIONS: Meaning of Public Relation. Communication Functions of Public relation. Difference between Public relation and Advertising. Tools of Public relation and its Growing Importance.	25 %
3	PUBLIC RELATIONS AND MEDIA: 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.	25 %
4	ENTREPRENEURSHIP: 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.	25 %

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

