

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))**  
**Programme: B.COM Semester: VI**  
**Syllabus with effect from the Academic Year:**

<b>B.COM. SEMESTER-VI</b>		
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Total Credit</b>
<b>UB06CCOM78</b>	<b>Advertising, Sales Promotion and Sales Management – VI</b>	<b>3</b>

<b>Course Objectives</b>	To make student ready for advertisement job
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<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<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>

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lecture Method</li> <li>• Online Lectures</li> <li>• Group Discussion</li> <li>• Practical Problem Solving</li> </ul>
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<b>Evaluation Pattern</b>		
<b>Sr.No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>15%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical , Viva-Voce,	<b>15%</b>

	Quizzes, Seminars, Assignments, Attendance	
<b>3.</b>	University Examination	<b>70%</b>

\* 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**

- Will learn about Sales Promotion
- Will get familiar with concepts of Public Relations and Media
- Will be aware about various aspects of Entrepreneurship

**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)**

<b>Sr. No</b>	<b>References</b>
<b>1.</b>	Salesmanship and Advertising- R.C.Agrawal
<b>2.</b>	Salesmanship and Publicity- J.S.K.Patel.
<b>3.</b>	Marketing Management- R.C.Agrawal
<b>4.</b>	Promotion Management- S.A.Chunawala.
<b>5.</b>	Entrepreneurship Development in India- C B Gupta & N P Srinivasan

**On-Line Resources available that can be used as Reference Material**

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