

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM Semester: III**  
**Syllabus with effect from : JUNE 2020**

<b>Paper Code:</b> UB03CCOM58	<b>Total Credit: 3</b>
<b>Title of Paper:</b> Advertising, Sales Promotion and Sales Management - III	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>MEASURING ADVERTISING EFFECTIVENESS:</b> Objectives of measurements Measuring sales and communication performance Time of Measurement Methods of Measuring Effectiveness Advertising Audit.	<b>25 %</b>
<b>2</b>	<b>ADVERTISING ORGANISATION:</b> General Advertising Retail Advertising Business Advertising Facilitating Institutions Advertising Agencies	<b>25 %</b>
<b>3</b>	<b>ADVERTISING AGENCY:</b> Evolution of the Advertising Agency Selection of Advertising Agency Functions of Advertising Agency Types of Agency Organization Agency compensation.	<b>25 %</b>
<b>4</b>	<b>FUTURE OF ADVERTISING IN INDIA:</b> Advertising in the Market Place Advertising in Non-Business areas Industrial Advertising Rural Advertising Political Advertising	<b>25 %</b>

**Basic Text & Reference Books**

- Advertising Management: P.K.Agrawal.
- Sales Promotion and Advertising Management: M.N.Mishra
- Salesmanship and Publicity: J.S.K.Patel
- Advertising, Sales and Promotion Management: S. A. Chunnawala

