

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: III
Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-III		
Paper Code UB03CCOM78	Title of the Paper Advertising, Sales Promotion and Sales Management - III	Total Credit 3
Course Objectives	To make student ready for advertisement job	

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

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

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* 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
<ul style="list-style-type: none"> • Will learn about measurement of advertising effectiveness • Will get familiar with various advertising organizations • Will be aware about advertising agency • Will be ready with information of future of advertising in India

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)

Sr. No	References
1.	Advertising Management:P.K.Agrawal.
2.	Sales Promotion and Advertising Management:M.N.Mishra
3.	Salesmanship and Publicity:J.S.K.Patel
4.	Advertising, Sales and Promotion Management: S. A. Chunnawala

On-Line Resources available that can be used as Reference Material
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/139