

SARDAR PATEL UNIVERSITY
B. Com. (Honours) (3 Years)
Specialization in International Accounting and Corporate Banking & Insurance
Semester: IV
Syllabus with effect from: December 2016

Paper Code: UB04CCOH05		Total Credits: 3
Title of Paper: Advertising and Sales Promotion		
Unit No.	Description in Detail	Weightage
1	Organization and Purpose of Advertising <ul style="list-style-type: none"> • Introduction to Advertising • The Influence of Advertising • Advertising as a tool of Marketing • Purpose of Advertising • Primary, Selective and Retentive Advertising • Types of Advertising 	25%
2	The Message and Appeals <ul style="list-style-type: none"> • Message decisions and Message strategy • Appeals <ul style="list-style-type: none"> - Rational Appeals - Emotional Appeals - Fear Appeals - Humour Appeals - Gender (Sex) Appeals • Slice-of-life • Creative Advertising • Advertising Campaign 	25%
3	Sales Promotion <ul style="list-style-type: none"> • Importance of Sales Promotion • Sales Promotion, Publicity and Advertising • Public Relations • Coordination of Advertising and Sales Promotion • Positive aspects and the merits of Sales Promotion • Limitations of Sales Promotion 	25%
4	Sales Promotion Activities <ul style="list-style-type: none"> • Customer Oriented Promotion <ul style="list-style-type: none"> - Couponing, Sampling, Premiums - Contests and Sweepstakes - Price offs, Bonus Packs - Refund and rebates • Trade Oriented Promotion <ul style="list-style-type: none"> - Contests and incentives - Points of Purchase Display - Training Programs & Trade Shows • Cooperative Advertising 	25%

Evaluation : Internal : 40 Marks (Theory)
: External : 60 Marks (Theory) – Two Hours Examination

Reference Books:

- Advertising and Sales Promotion by A S Gupta, Published by Everest Publishing House
- Advertising Fundamentals by Burton & Miller, Published by International Textbook Company
- Foundations of Advertising by S A Chunawalla and K C Sethia, Published by Himalaya Publishing House