

**SARDAR PATEL UNIVERSITY**  
**B. Com. (Honours) (3 Years)**  
**Specialization in International Accounting and Corporate Banking & Insurance**  
**(Under Choice Based Credit System Based on UGC Guidelines)**

**Semester: IV**

**Syllabus with effect from: November / December -2019**

<b>Paper Code: UB04CCOH24</b>	<b>Total Credits:03</b>
<b>Title of Paper: Advertising &amp; Sales Promotion</b>	

Objective: Being the students of Commerce and Management at the Undergraduate level, it is very important to learn Marketing and associated subjects for the basic reason is that Advertising is more challenging and that goes with sales too. Ultimately, if employed then everyone will have access to these functions.

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