



# SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'B+' grade by NAAC)

## DEPARTMENT OF BUSINESS ADMINISTRATION

### CERTIFICATE COURSE IN ADVERTISING AND SALES MANAGEMENT – SYLLABUS

(Under CBCS based on OBE) (For those admitted during 2024 – 2025 and after)

23

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC61	ADVERTISING	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
I/II/III	Any in Seven	-	100	100

NATURE OF COURSE	Employability	Skill Oriented	Entrepreneurship
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

#### COURSE DESCRIPTION:

This course covers sales management principles and advertising strategies, including sales planning, market analysis, effective selling techniques, advertising budgeting, media selection, and ethical considerations.

#### COURSE OBJECTIVES:

- Understand sales management fundamentals.
- Explore advertising's role in marketing.
- Analyze advertising techniques and media selection.
- Emphasize ethical sales and advertising practices.

#### COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	understand the Sales Management Fundamentals.	Upto K3
CO 2	understand Effective Selling Processes	Upto K3
CO 3	understand the Sales Territory Management and Quota Setting.	Upto K3
CO 4	understand the Advertising Techniques and Media Selection.	Upto K3
CO 5	awareness on overall management of sales and advertising.	Upto K3

K1- KNOWLEDGE(REMEMBERING), K2-UNDERSTANDING, K3-APPLICATION



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#### ADVERTISING

#### UNIT – I:

Advertising – introduction – Definition – Objectives - Advertising as a Tool of communication

#### UNIT – II:

Role of advertising in the marketing mix-kinds of advertising- economic & social aspects of advertising

#### UNIT – III:

Advertising techniques - Advertising budget – Methods of advertising budget – advertising research.

#### UNIT – IV:

Media for advertising – types – Selection of media – Media research.

#### UNIT – V:

Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria - Careers in advertising: Skills required for a career in advertising,

#### TEXT BOOKS:

1. *Salesmanship and advertising* – Davar – progressive publisher.
2. *Advertising Theory and practice* – Chunawalla, Kumar, Senthiamsubramaniyan, Suchak – Himalaya publishing house.

#### REFERENCE BOOKS:

1. *Advertising Management* – Rathor HPH
2. *Advertising Management* – Aaker, Batra, Myres, Prentice Hall

#### Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3					
CO2		3	1			2
CO3	2					
CO4	2		2	3		1
CO5	2	2	3		2	1

3. Advanced Application    2. Intermediate Development    1. Introductory Level

COURSE DESIGNER: Dr. T. R. JEEVAPRIYA



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25

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC62	SALES MANAGEMENT	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
I/II/III	Any in Six	-	100	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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#### SALES MANAGEMENT

##### UNIT – I:

Sales management – definition – objectives – scope – organization of the sales department – sales planning and control.

##### UNIT – II:

Market analysis and sales forecasting –methods of sales forecasting –sales budget- sales and cost analysis

##### UNIT – III:

Sales territories – factors deciding territories –developing sales territories –sale quotas-types of quotas – Quota setting procedures

##### UNIT – IV:

Field sales supervision , salesman reports – daily and periodical reports, expense reports, tour diary – Ethics and the salesperson.

##### UNIT – V:

Process of effective selling –prospecting –pre-approach, approach, presentation and demonstration, Handling objections, closing the sales and follow-up – Compensation – characteristics of a good compensation plan and methods of compensation – motivating salesforce.

#### TEXT BOOKS:

1. *Sales Management* – Richard R still Edward W Cundiff, Norman. A.P.Govani, Prentice hall of India
2. *Salesmanship and advertising* – Davar – progressive publisher.

#### Mapping of CO with PSO

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CO1	3					
CO2		3	1			2
CO3	2					
CO4	2		2	3		1
CO5	2	2	3		2	1

3. Advanced Application    2. Intermediate Development    1. Introductory Level

COURSE DESIGNER: Dr. T. R. JEEVAPRIYA