

COURSE & PROGRAM OUTCOMES
OF
ADVERTISING SALES PROMOTION AND SALES
MANAGEMENT (ASPSM BA & B.SC. MAJOR)

(A Three - year Major (Vocational) Course under CBCS of University of Calcutta and confers both B.A. and B.Sc. degrees)

Course Content

SEMESTER 1

Paper Core Course (CC) 1 – Introduction to Marketing Management I: Concept of Marketing; Marketing environment; Marketing Information System; Marketing Research; Consumer Behaviour; Segmenting, Targeting and Positioning.

Paper Core Course (CC) 2 – Advertising I: Concept of Advertising; Advertising Objectives, Budget; DAGMAR; AIDA; Advertising Media; Classifications of Advertising; Internet Advertising; Advertising Appeals; Role and Impact of Advertising on the Indian Economy; Advertising and Indian Art & Culture; Advertising and Indian Society; Misleading and Deceptive advertisements.

SEMESTER 2

Paper Core Course (CC) 3 – Introduction to Marketing Management II: Marketing Mix; Concept of Product; Product Mix; Product Planning and New Product Development; Product Life Cycle; Product Packaging and Labelling; Pricing; Distribution; Promotion; Direct Marketing.

Paper Core Course (CC) 4 – Advertising II: Media Planning and Research; various survey, measurement and study methods of Media performance; Media Selection, Media Scheduling; Evaluation of Advertising Effectiveness; Advertising Agencies; Advertising Department.

SEMESTER 3

Paper Core Course (CC) 5 – Personal Selling and Salesmanship: Nature, Characteristics and Importance of Personal Selling; AIDA; Types of Markets; Organization Buyer Behaviour; Qualities of a successful salesperson. .

Paper Core Course (CC) 6 – Sales Promotion: Nature, Importance and role in Marketing; Forms of Sales Promotion; Major tools of Sales Promotion; Developing Sales Promotion Programme; Implementing and evaluating the results; Integration of Sales Promotion with Advertising.

Paper Core Course (CC) 7 – Brand Management: Concept of Brand, Role of Social Media in Marketing Brands; Important concepts of Brand Management; Branding Decisions.

Skill Enhancement Course (SEC)

Any One

Paper SEC: A (1) – Copy Writing: Concept; Responsibility of Copy Writer, Attributes of a good copy writer, Principles of Copy Writing; Writing effective advertising copy & application of AIDA; Teaser campaign; Copy for Print Media, TV, Cinema, Radio, Innovative medium, Internet, SMS, Press release copy, mail order copy etc.

Paper SEC: A (2) – Content Writing: Concept; Evolution; Scope; Types; Tools; Relationship between Marketing and Content Writing.

SEMESTER 4

Paper Core Course (CC) 8 – Sales Force Management- I: Concept; Importance; Functions of Sales Managers; Recruitment and Selection; Training and Direction; Motivation and Compensation; Appraisal of Performance.

Paper Core Course (CC) 9 – Public Relations and Publicity: Meaning; Features; Importance; Role in Marketing; Tools of PR; PR Strategies; Publicity- Meaning, Goals, Importance; PR Vs. Publicity.

Paper Core Course (CC) 10 – Legal Aspects of Marketing and Advertising: Various Acts and Regulations related to Consumer Protection, Environment Protection, Essential Commodities etc; BIS & AGMARK; Patents, Information Technology etc; Legal & Ethical aspects of Sales Promotion & Public Relations; Advertising Regulations and Regulation Agencies.

Skill Enhancement Course (SEC)

Any One

Paper SEC: B (1) – Business Communication & Personality Development: Communication (Importance, process, types, terms, barriers); Business Correspondence; Sales Report Writing; Business Etiquettes; Oral Presentation.

Paper SEC: B (2) – Graphic Designing & Product Photography: History; Elements; Layout; Principles; Letterings; Logo; Colour etc.
Introduction to Product Photography.

SEMESTER 5

Paper Core Course (CC) 11 – Sales Force Management- II: Sales Force Size; Organization of Sales Department; Sales Planning and Control; Sales Forecasting; Sales Budget; Sales Territory; Sales Quota.

Paper Core Course (CC) 12 – 4 weeks Internship.

Discipline Specific Elective Course (DSE)

Paper DSE: A (1) – Integrated Marketing Communication (IMC): Role in Marketing Process; Effectiveness; Steps in developing IMC programme; IMC in PLC; IMC and Marketing Mix.

OR

Service Marketing and Rural Marketing:

Service Marketing – Concept, nature, characteristics, growth, Indian scenario; service marketing mix; service marketing in specified sectors.

Rural Marketing – Concept, nature, scope, importance, evolution; Rural Marketing environment & strategies; Rural consumer behaviour; Marketing Mix strategy for rural market; Marketing for Agricultural inputs; Financial Institutions in Rural Market.

Paper DSE: B (1) – Retail Business Management: Concept, scope; Theories of Retail Development; Contribution in Indian Economy; Changing scenario in India; Retail Strategy; Types of Retailing; Retail location; Merchandising; Franchising; Distributor Network Relation.

SEMESTER 6

Paper Core Course (CC) 13 – Entrepreneurship Development: Concept, Evolution, forms, problems; Financial Institutions; Project Formulation; Fundamentals of Human Resource Management; Fundamentals of Marketing Management; Fundamentals of Financial Management; Legal Aspects (Laws & Acts)

Paper Core Course (CC) 14 – Project

Research & Field Survey based project work.

Discipline Specific Elective Course (DSE)

Paper DSE: A (2) – Digital Marketing: Concept, Approach, Effectiveness; Development & Strategies; Channels; Types, forms, tools.

Paper DSE: B (2) – Logistics Operations & Supply Chain Management: Concept, historical development, Business Process Integration, Supply Chain Management; Global application; Qualities of SCM professionals; Logistics & SCM.

OR

Globalization & International Marketing: Meaning and contents of Globalization; International Marketing- Concept, Evolution, Importance, process, Research Analysis, MIS, Future Prospect; India's presence in International Marketing; International Marketing Environment; International Trade Organizations; International Marketing Strategies; FDI & MNC; International Retailing.

Advertising, Sales Promotion and Sales Management is offered as a Three-year Bachelor Degree (B.A. Major six-semester) Course affiliated to the University of Calcutta. This course is vocational and the primary objective is to enable students to gain professional training so as to attain jobs. There are in all 14 core papers of 100 marks each, Skill Enhancement Courses and Discipline Specific Elective papers.

Course Outcomes of ASPSM Major

The course aims at imparting knowledge on Marketing Management from the perspective of Marketing Communications. It explains the fundamentals of Marketing and emphasizes on Consumer Behaviour and the elements of Marketing Mix: Product, Price, Place and Promotion, their nature, characteristics, scope and strategies and advertising in the perspective of Indian society, art and culture. The concepts of Segmenting, Targeting and Positioning are also described along with the ethical and social responsibility issues that marketing must address. The course helps to develop an understanding on the various aspects Advertising which includes its objectives, classification, creative aspect, role in the economy and society, functions of the advertising agency and department, media strategies. Personal Selling, Sales Promotion, Public Relations, Sales Force Management and Integrated Marketing Communication has considerable detailing in the course.

Besides Marketing and Advertising Management, the course also provides detailed learning on Entrepreneurship Development which includes Entrepreneurial, Financial, Technology and Marketing Management, MIS, Statutory Provisions, advertising rules and regulations and the Industrial and Economic Policies of the Government of India.

Besides theoretical knowledge the course has a compulsory internship (4 weeks) and a research and field survey-based project which enhance their analytical skills and communication abilities.

Skill enhancement courses impart understanding in copy and content writing, business communication, personality development, graphic designing and product photography which enhance practical knowledge and job prospects of the student.

Discipline Specific Elective courses help students to learn different aspects of retail marketing and business management, service and rural marketing, digital marketing, logistics operation, supply chain management, the international marketing environment and India's presence in international marketing, international marketing strategies; FDI & MNC; international retailing.

Program Outcomes of ASPSM Major

The program will allow graduates to:

- understand the place and contribution of marketing to the business enterprise
- understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions
- understand the role of marketing as a fundamental organizational policy process
- define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data
- describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing
- describe the major types of consumer buying behavior, the stages in the buyer decision process and completely outline the components of the marketing mix; identify how the firms marketing strategy and marketing mix must evolve and adapt to match consumer behavior and perceptions of the product (e.g., classification of products and services, brand image, price and value), the stages in the product life cycle and the competitive environment; summarize the importance of measuring and managing return on marketing
- identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels
- identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix
- understand the current market situation on marketing and advertising related aspects through In-house Project exposure to the functional aspects of Advertising Agencies,

Newspaper houses, Media and Production Houses. Operational knowledge of Marketing & Sales department and Public Relations department in corporate, private and public sector organisations is obtained through their On-job Training.

Program Specific Outcomes of ASPSM Major

After graduating in this Program the students will be able to:

- analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces
- evaluate results of marketing activities using criteria related to budgeted sales, costs and profits
- prepare and deliver a sales presentation
- communicate marketing information persuasively and accurately in oral, written and graphic formats
- identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications
- learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising
- perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment
- develop an advertising plan and present and defend it persuasively
- contribute to evaluating the effectiveness of advertising and marketing communications initiatives
- participate in the development of creative solutions to address advertising and marketing communications challenges
- to set up enterprise in related industry
- complete all work in a professional, ethical and timely manner
- pursue MBA, Postgraduate Degree/Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study
- seek jobs in marketing, sales, advertising, public relations departments in corporate, private and public sector organizations; advertising agencies, newspaper and media houses; production houses and event management organizations.