

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

*FIRST YEAR MAJOR, 2017-18*

PAPER	FIRST TERM			SECOND TERM			THIRD TERM		
	JULY TO OCTOBER 2017			NOVEMBER 2017 TO DECEMBER 2018			JANUARY 2017 TO APRIL 2018		
1	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty
<b>MARKETING COMMUNICATION</b>	<b>1. Nature and importance of communication</b>		Smt. Sangeeta Sen	<b>2. Communication process</b>		Smt. Sangeeta Sen	<b>3. Methods of Marketing communication</b>		Smt. Sangeeta Sen
	• Introduction of marketing	4		Definition and concept	4		Concept of product, classification, product line etc	8	
	• What is marketing	4		Process	6		PLC-detailed analysis	16	
	• Nature and scope of marketing	8	Smt. Sangeeta Sen	Elements	4	Smt. Sangeeta Sen	Branding	10	Smt. Sangeeta Sen
	Development of marketing concept over the years	4		Marketing as a communication process	2		Packaging and merchandising	6	
	Marketing Mix	4		Barriers to communication	4				
	Production orientation to consumer orientation	2		Detailed analysis with intro to theories and models	8	<b>4. Advertising etc.</b>			
	Consumer behaviour and its characteristics	12		4. Personal Selling	6	• Sales promotion	6		
	Characteristics of buyers and consumers	2		<b>5. Continued</b>		Advertising	10		
	<b>4. Advertising etc.</b>		• Factors affecting pricing	2	Mr. Kalyan Kr Mukherjee	Public Relations and Publicity	4	Mr. Probir kumar Dey	
	Definition ,methods and factors affecting advertisin	8	Pricing strategies and methods	6	Comparative study of promotional tools	2			
	<b>5. Setting up of target:</b>		Mr. Kalyan Kr. Mukherjee			<b>5. Selecting and managing mktg chnlis</b>	6	Mr. Kalyan Kr. Mukherjee	
	• Identifying the target consumer.	6				• Managing and relation wholesale and physical distribution system	6		
	• Target audience in the communication	4				<b>6. Integrated Communication Marketing</b>			
	• Pricing strategies and method	10				• Marketing mix	1		
					• Strategies of marketing communication	5			

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

FIRST YEAR MAJOR, 2017-18

PAPER	FIRST TERM			SECOND TERM			THIRD TERM				
	JULY TO OCTOBER 2016			NOVEMBER TO DECEMBER 2016			JANUARY TO APRIL 2016				
	II	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	
A D V E R T I S I N G  1	<b>1. Importance of advertising</b>			Mr. Dipankar Mukherjee	<b>3. Setting of advertising objectives</b>		Mr. Dipankar Mukherjee	<b>4. Setting of advertising budget</b>		Mr. Dipankar Mukherjee	
	• Role of advertising in national economy	5			• Functions of objectives	4			• The advertising appropriation		8
	• Negative role of advertising in national economy	4			• Sales as an objective	4			• Budget decision rules		8
	• Impact of advertising in national economy	5			<b>2.Continued</b>				<b>3.Contd DAGMAR</b>		8
	<b>2. Types of advertising</b>			Mr. Sabyasachi Chatterjee	Cooperative ad	2	Mr. Dipankar Mukherjee	<b>5. Contd.</b>		Mr. Sabyasachi Chatterjee	
	• Commercial non commercial	4			Comparative ad	2			• Elements of a print copy		2
	• Primary demand and secondary demand	4			Compare ad types	4			• Head lines, illustration, body copy, slogan, logo, seal of approval		6
	• Classified and display advertising	4			<b>5. Advertising Message</b>				• Elements of a broadcast copy		4
					Preparing an effective ad copy	6		Mr. Sabyasachi Chatterjee	• Copy of a direct mail		4

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

SECOND YEAR MAJOR, 2017-18										
PAPER	FIRST TERM			SECOND TERM			THIRD TERM			
	JULY TO OCTOBER 2016			NOVEMBER TO DECEMBER 2016			JANUARY TO MARCH 2017			
III	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	
A D V E R T I S I N G  2	<b>1. Advertising Media: General Conditions:</b>		Mr. Sabyasachi Chatterjee	<b>2. Media Planning</b>		Mr. Dipankar Mukherjee	<b>7. Advertising Department</b>	6	Puja Sengupta	
	a. Role of media in marketing.	4						<b>1b) iii. Direct mail, iv. Outdoor, v. others</b>	8	Sabyasachi Chatterjee
	b. Types of media. i) Print-Newspaper and Magazine	4		2b. Selection of media continued	4			<b>3. Media scheduling continued</b>		Mr. Dipankar Mukherjee
	1e. Media scene in India	4	Dipankar Mukherjee	<b>3. Media scheduling</b>			b. Scheduling patterns	6		
	<b>2. Media Planning</b>		Dipankar Mukherjee	a. Scheduling criteria	3					
	a. Importance of media research in India	2		<b>1b. ii) Electronic-Radio, TV, Audiovisuals, Cassettes</b>	8	Sabyasachi Chatterjee	<b>4. Continued</b>			
	b. Selection of media	2		<b>4. Evaluation of Advertising effectiveness</b>			4c. Pretesting	6	Mr. Dipankar Mukherjee	
	<b>6. Advertising Agencies:</b>	6	Puja Sengupta	a. Importance and difficulties	2	Mr. Dipankar Mukherjee	4d. Post testing	6	Dipankar Mukherjee	
				b. Methods of measuring Advertising effectiveness	6					
				<b>5. Regulation of Advertising in India</b>						
				Misleading and Deceptive advertising and false claims	6	Puja Sengupta				
				<b>6. Advertising Agencies:</b>	6	Puja Sengupta				

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

SECOND YEAR MAJOR, 2017-18

PAPER	FIRST TERM			SECOND TERM			THIRD TERM		
	JULY TO OCTOBER 2016			NOVEMBER TO DECEMBER 2016			JANUARY TO MARCH 2017		
IV	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty
<b>PERSONAL SELLING &amp; SALEMANSHIP</b>	1. Nature and importance of personal selling.	8	Probir kumar Dey	1. Continued	8	Probir kumar Dey	8. Repost and documents:	4	Mr. Kalyan Mukherjee
	2. AIDA model of selling / selling situation/ types of sales person	10	Mr. Kalyan Mukherjee	2.Continued	4	Kalyan kumar Mukherjee	5. Continued	5	Mr. Kalyan Mukherjee
	3. Buying motives: Types of markets, Consumer and Industrial Market, Their Characteristics and implications for the selling function.	30	Mrs. Sangeet Sen	3.Continued	10	Mrs. Sangeet Sen	6. Selling as a career, advantages and difficulties , measures for making selling as attractive career.	8	Mr. Kalyan Mukherjee
				5. Quantities of the successful sales person with	5	Mr. Kalyan Mukherjee	4.Continued	5	Sangeeta sen
				4.Process of effective PS	10	Sangeeta Sen	7.Distribution network relation	6	Sangeeta sen
							9.Other problems in selling	8	Probir kumar Dey

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

THIRD YEAR MAJOR, 2017-18

PAPER	FIRST TERM			SECOND TERM			THIRD TERM		
	JULY TO OCTOBER 2016			NOVEMBER TO DECEMBER 2016			JANUARY TO FEBRUARY 2017		
V	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty
M A N A G E M E N T  O F  S A L E S  F O R C E	1. Importance of Sales force and its management	4	Mrs. Sangeeta Sen	5. Motivation and compensation	20	Sangeeta Sen	6. Appraisal of performance	16	Sangeeta Sen
	2. Functions of Sales management.	4					8. Continued	8	Kalyan kumar Mukherjee
	3. Recruitment and selection.	20					11. Sales Quota	4	Aditi Chatterjee
	4. Training and direction.	20			9. Continued	4	Aditi Chatterjee	12. Sales & cost analysis	8
	7. Sales force size, organisation of sales department- Geographic, product wise and market based	16	Mr. Kalyan Mukherjee	10. Sales Territory	8	Aditi Chatterjee			
				8. Sales planning and control	14		Kalyan kumar Mukherjee		
	9. Sales Budget: Importance, process and uses.	4	Aditi Chatterjee	11. Sales Quota	2	Aditi Chatterjee			

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

THIRD YEAR- COMBINED MAJOR, 2017-18

PAPER	FIRST TERM			SECOND TERM			THIRD TERM		
	JULY TO OCTOBER 2016			NOVEMBER TO DECEMBER 2016			JANUARY TO FEBRUARY 2017		
VIII	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty
ENTREPRENEURSHIP DEVELOPMENT	1. Entrepreneurship Building:	30	Mr. Prabir Kr Dey	1. Continued	10	Mr. Prabir Kr Dey	4. Continued	6	Dr. Supriyo Patra
	2. Financial Management	20	Mr. Kalyan Mukherjee	6. Project Formulation:	5		5. ii. Monitoring + Follow up : Stress Management	6	Mrs. Sangeeta Sen
	3. Technology Management	40	Mrs. Sangeeta Sen	3. Continued	15	Mrs. Sangeeta Sen	6. Continued	20	Mr. Prabir Kr Dey
	4. Marketing Management	6	Dr. Supriyo Patra	2. Continued	10	Mr. Kalyan Mukherjee	7. Statutory Provision	16	Mr. Kalyan Mukherjee
				9. Data base management.	6	Mr. Kalyan Mukherjee	8. Knowledge Input:	8	Dr. Supriyo Patra
							Additional topic- transactional approach.	8	Mrs. Sangeeta Sen
				5. i. Monitoring + Follow up : SSI Sickness.	6	Dr. Supriyo Patra	Cash flow, Fund flow and Break-even analysis	6	Mr. Kalyan Mukherjee