

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

SECOND YEAR MAJOR, 2018-19

PAPER	FIRST TERM			SECOND TERM			THIRD TERM			
	JULY TO OCTOBER 2018			NOVEMBER TO DECEMBER 2018			JANUARY TO MARCH 2019			
III	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	TOPIC	Lect	Faculty	
A D V E R T I S I N G 2	1. Advertising Media: General Conditions:		Mr. Sabyasachi Chatterjee	2. Media Planning		Mr. Dipankar Mukherjee	7. Advertising Department	6	Sabyasachi Chatterjee	
	a. Role of media in marketing.	4						1b) iii. Direct mail, iv. Outdoor, v. others	8	Sabyasachi Chatterjee
	b. Types of media. i) Print-Newspaper and Magazine	4		2b. Selection of media continued	4			3. Media scheduling continued		Mr. Dipankar Mukherjee
	1e. Media scene in India	4	Dipankar Mukherjee	3. Media scheduling			b. Scheduling patterns	6		
	2. Media Planning		Dipankar Mukherjee	a. Scheduling criteria	3					
	a. Importance of media research in India	2		1b. ii) Electronic-Radio, TV, Audiovisuals, Cassettes	8	Sabyasachi Chatterjee	4. Continued			
	b. Selection of media	2		4. Evaluation of Advertising effectiveness		Mr. Dipankar Mukherjee	4c. Pretesting	6	Mr. Dipankar Mukherjee	
	6. Advertising Agencies:	6	Sabyasachi Chatterjee	a. Importance and difficulties	2		4d. Post testing	6	Dipankar Mukherjee	
				b. Methods of measuring Advertising effectiveness	6					
				5. Regulation of Advertising in India		Mr. Dipankar Mukherjee				
				Misleading and Deceptive advertising and false claims	6					
				6. Advertising Agencies:	6	Sabyasachi Chatterjee				

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THIRD YEAR MAJOR, 2018-19

PAPER	FIRST TERM			SECOND TERM			THIRD TERM		
	JULY TO OCTOBER 2018			NOVEMBER TO DECEMBER 2018			JANUARY TO FEBRUARY 2019		
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
	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			

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THIRD YEAR- COMBINED MAJOR, 2018-19

PAPER	FIRST TERM			SECOND TERM			THIRD TERM		
	JULY TO OCTOBER 2018			NOVEMBER TO DECEMBER 2018			JANUARY TO FEBRUARY 2019		
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	Sm. Aditi Chatterjee
	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	Sm. Aditi Chatterjee	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	Sm. Aditi Chatterjee
							Additional topic-transactional approach.	8	Mrs. Sangeeta Sen
				5. i. Monitoring + Follow up : SSI Sickness.	6	Sm. Aditi Chatterjee	Cash flow, Fund flow and Break-even analysis	6	Mr. Kalyan Mukherjee