

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

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

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2019-20

Hons. / Major Subject

CC1 - Introduction toMarketing Management-I

Unit	Topic	No of Lectures	Faculty
Unit I:	[Marketing: Concept, Nature, Functions & Importance; Selling vs. Marketing;] SS [Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro& Macro) Marketing Environment] AC ; [Ethical & Social Responsibilities of Marketing] SS	20	Aditi Chatterjee (8) + Sangeeta Sen (12)
Unit II:	Definition, Objectives, Marketing System, Types of Marketing; Marketing Information System: Definition and Components; Marketing Research: Process & Significance	10	Aditi Chatterjee
Unit III:	Consumer Behaviour & its characteristics, Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India, Models of Consumer Behaviour- Phenomenological models, Logical Models (short explanation with example of each), Theoretical model (Howard-Sheth Model)	10	Sangeeta Sen
Unit IV:	Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing	20	Kalyan Kumar Mukherjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2019-20

Hons. / Major Subject

CC2 - Advertising I

Unit	Topic	No of Lectures	Faculty
Unit I:	Advertising: Meaning, Features, Functions; Setting of Advertising objectives; Advertising Budget;	10	Dipankar Mukherjee
Unit II:	Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)	10	Dipankar Mukherjee
Unit III:	Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors Affecting Media Choice;	10	Sabyasachi Chatterjee
Unit IV:	Various classifications of Advertising: i) Primary Demand & Selective Demand ii) Commercial & Non-commercial advertisements iii) Classify & Display advertisements iv) Consumer & Business advertisements v) Cooperative advertisements	10	Dipankar Mukherjee
Unit V:	Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising	5	Dipankar Mukherjee
Unit VI:	Advertising Appeals	5	Sabyasachi Chatterjee
Unit VII:	a. Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy b. Advertising and Indian Art and culture-.Historical Perspective of Advertising; Folk Media; Folk Theatre forms (Tamasha, Nautanki, Jatra); Ajanta Cave Painting, Kalighat Pot Painting; Colour Appeals, Indian Appeals of Colour, General Appeals of colour; Indian Body Language; Six Limbs of Indian Art; Durga Puja; Basics of Indian Music and Dance. c. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle d. Misleading and Deceptive advertisements	10	Sabyasachi Chatterjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2019-20****Hons. / Major Subject****CC3 -Introduction to Marketing Management II**

Unit	Topic	No of Lectures	Faculty
Unit I:	Marketing Management: Concept Philosophy & Process;Marketing Mix:Definition,Importance & Factors Determining Marketing Mix; Meaning &Nature of Product, Concept of Product Mix;Product Planning and New Product Development;Product Life Cycle;Product Packaging: Definition, Functions And Requisites Of Good Packaging, Labeling	25	Aditi Chatterjee
Unit II:	Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies And Strategies, Types of Pricing Decisions, Pricing Methods	15	Aditi Chatterjee
Unit III:	Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels	10	Aditi Chatterjee
Unit IV:	Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing	10	Aditi Chatterjee
Unit V:	Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies	5	Aditi Chatterjee
	Total No of Lectures	65	

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Hons. / Major Subject

CC4 - Advertising II

Unit	Topic	No of Lectures	Faculty
Unit I:	Media planning - • The function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods	5	Dipankar Mukherjee
Unit II:	Importance of Media Research in planning; Sources of media research • Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessmen's readership survey • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listenership survey	5	Dipankar Mukherjee
Unit III:	Selecting suitable media options- TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media	5	Dipankar Mukherjee
Unit IV:	Criterion for selecting media vehicles: Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)	10	Dipankar Mukherjee
Unit V:	<p align="center">Evaluation of Advertising Effectiveness</p> <ul style="list-style-type: none"> • Importance And Difficulties • Methods Of Measuring Advertising Effectiveness <ol style="list-style-type: none"> i) According To Time (Pre And Post Testing) ii) According To Objective (Communication And Sales) iii) According to technique (experiment And Survey) <ul style="list-style-type: none"> • Pre-testing Method <ol style="list-style-type: none"> i) Measuring Consumer Awareness <ol style="list-style-type: none"> ii) Direct Mail Test iii) Mechanical Method iv) Psychological Scoring Method <ol style="list-style-type: none"> v) Sales Experiment • Post- testing Method <ol style="list-style-type: none"> i) Recognition Method <ol style="list-style-type: none"> ii) Recall Test iii) Attitude Change Rating iv) Sales Test v) Enquiry Test 	10	Dipankar Mukherjee
Unit VI:	Advertising Appeals	5	Dipankar Mukherjee
Unit VII:	<p>a. Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy</p> <p>b. Advertising and Indian Art and culture-. Historical Perspective of Advertising; Folk Media; Folk Theatre forms (Tamasha, Nautanki, Jatra); Ajanta Cave Painting, Kalighat Pot Painting; Colour Appeals, Indian Appeals of Colour, General Appeals of colour; Indian Body Language; Six Limbs of Indian Art; Durga Puja; Basics of Indian Music and Dance.</p> <p>c. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle</p> <p>d. Misleading and Deceptive advertisements</p>	10	Dipankar Mukherjee
Unit VII:	<p align="center">Advertising Agency</p> <ul style="list-style-type: none"> • Their role and importance in Advertising <ul style="list-style-type: none"> • Broad Functions i. As consultant to clients ---Formulation Of Advertising Campaigns <ol style="list-style-type: none"> ii. Placing Of Advertising <ul style="list-style-type: none"> • Reasons For Having advertising Campaigns <ul style="list-style-type: none"> • Advertising Agencies i. Organization Pattern - Organization structure, Function ii. Definition Of Different Departments- Plan Board , Creative Services, Marketing Services , <ul style="list-style-type: none"> Account Management , Finance <ul style="list-style-type: none"> • Range Of Other Services offered • Selection Of Advertising Agency <ol style="list-style-type: none"> i. Factors Considered ii. Steps In Selection • Agency Commission and Fee 	10	Dipankar Mukherjee
Unit VIII:	<ul style="list-style-type: none"> • Advertising Department Its Function And Organization 	5	Dipankar Mukherjee
Total No of Lectures		65	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2019-20

Hons. / Major Subject

CC5- Personal Selling And Salesmanship

Unit	Topic	No of Lectures	Faculty
Unit I:	<p>Nature and Characteristics and Importance of Personal Selling</p> <ul style="list-style-type: none"> • Door to door selling • Nature & Characteristics of Personal selling • Strength and weakness • Role of Personal Selling in Marketing • Professionalising Salesmanship <p>• Situations where Personal Selling is more effective than Advertising</p> <ul style="list-style-type: none"> • Cost of Advertising Vs Cost of Personal Selling 	10	Probir Kr. Dey
Unit II:	<p>AIDA model of selling</p> <ul style="list-style-type: none"> • Selling situations • Types of sales person • Buyer seller Dyad • Diversity of Personal Selling • AIDA theory In selling • Peddlers • Professionalsales person • Peddler VS professional sales person • Industrial sales person 	10	Kalyan Kumar Mukherjee
Unit III:	<ul style="list-style-type: none"> • Types of Market - • Consumer and industrial markets • Characteristics and implications for selling function: • Difference between organisation and consumer behaviour • Organisation buyer behaviour • Factor affecting organization buyer behaviour 	15	Sangeeta Sen
Unit IV:	<p>Background Knowledge essential to sales person-</p> <ul style="list-style-type: none"> • Knowledge of products • Company and competition • Different stages of personal selling process 	10	Probir Kr. Dey
Unit V:	<p>Qualities of successful sales person with particular reference to consumer services</p> <ul style="list-style-type: none"> • Personal selling skills • Personal development- Goal Setting • Positive mental attitude • Effective Communication • Art of persuasion • Time Management 	15	Kalyan Kumar Mukherjee
Total No of Lectures		60	

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ACADEMIC CALENDAR 2019-20

Hons. / Major Subject

CC 6-Sales Promotion

Unit	Topic	No of Lectures	Faculty
Unit I:	Nature and importance of sales promotion, its role in marketing.	10	Dipankar Mukherjee
Unit II:	Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.	15	Dipankar Mukherjee
Unit III:	Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Prince packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialities and novelties, Developing a sales promotion programmes, pre testing implementing, evaluating the results and making necessary modification	25	Dipankar Mukherjee
Unit IV:	Integration of Sales Promotion with advertising	10	Dipankar Mukherjee
Total No of Lectures		60	

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Hons. / Major Subject

CC7 - Brand Management

Unit	Topic	No of Lectures	Faculty
Unit I:	Brand Management: Definition, History, Global Brands, Brand Orientation, Role of Social Media in Marketing Brands	15	Sangeeta Sen
Unit II:	Important Concepts of Brand Management: Definition of Brand, Brand name, Brand Attributes, Brand Positioning, Brand Identity, Sources of Brand Identity, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association, Brand Preference, Building a brand, Brand Equity, Brand Equity and Customer Equity, Brand Extension, Co-Branding	25	Sangeeta Sen
Unit III:	<ul style="list-style-type: none"> • Branding Decisions: <ul style="list-style-type: none"> i) Branding decisions ii) Brand Sponsor decision iii) Brand name decision iv) Brand Strategy Name v) Brand Repositioning; • Tips for successful brand management 	20	Sangeeta Sen
	Total No of Lectures	60	

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Hons. / Major Subject

SEC A1 : Copy Writing

Unit	Topic	No of Lectures	Faculty
Unit I:	Copy writing, Introduction, Responsibility of copy writer, Attributes of a good copy writer, Principles of copy writing	5	Sabyasachi Chatterjee
Unit II:	How to write an effective advertising copy, Application of AIDA copy writing	5	Sabyasachi Chatterjee
Unit III:	Teaser Campaign and Campaign	5	Sabyasachi Chatterjee
Unit IV:	Writing for print media: Headlines • Sub headlines • Body Copy • Body of the Body Copy • Slogan • Captions • Structuring the copy	10	Sabyasachi Chatterjee
Unit V:	Understanding the medium and writing for TV, Cinema, Radio, Innovativemedium, Internet, SMS	10	Sabyasachi Chatterjee
Unit VI:	Principles of writing press release copy	5	Sabyasachi Chatterjee
Unit VII:	Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising	10	Sabyasachi Chatterjee
Unit VII:	Different types of Copy • Advertorial • Infomercial • Comparative copy • Copy for different languages	10	Sabyasachi Chatterjee
	Total No of Lectures	60	

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Hons. / Major Subject

SEC A2 : Content Writing

Unit	Topic	No of Lectures	Faculty
	What is Content Writing and how is it different from copywriting	5	Aditi Chatterjee
	Evolution of Content Writing	5	Aditi Chatterjee
	Scope of Content Writing	5	Aditi Chatterjee
	Types of Content Writing i)Article ii) Blogs iii) Web Content	15	Aditi Chatterjee
	Tools of Content Writing	15	Aditi Chatterjee
	Relationship between marketing and content writing (inbound marketing, direct marketing, relationship building and management, brand building)	15	Aditi Chatterjee
	Total No of Lectures	60	

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Hons. / Major Subject

CC 8 - Sales Force Management-I

Unit	Topic	No of Lectures	Faculty
Unit I:	Importance of sales force and its management and introduction regarding what is sales force and its management.	5	Dipankar Mukherjee
Unit II:	<p>FUNCTIONS OF SALES MANAGERS (Brief):</p> <ul style="list-style-type: none"> Planning Functions : <ul style="list-style-type: none"> a) Setting the sales objective b) Designing the sales programme c) Formulating Policies d) Designing and development of the Sales Organization Operating Functions : <ul style="list-style-type: none"> i. Management of sales forces <ul style="list-style-type: none"> a) Recruitment b) Selection c) Training d) Development e) Control f) Motivation g) Direction h) Control j) Territory Management ii. Establishing working relationship with other Departmental Heads. iii. Establishing Communication System both upward and downward. 	10	Dipankar Mukherjee
Unit III:	<p>RECRUITMENT AND SELECTION:</p> <p>Unit IV:</p> <ul style="list-style-type: none"> Recruitment <ul style="list-style-type: none"> What is recruitment? Recruitment Sources - advertisement, employment agencies, educational institutions, salesman of Non- competitor companies, salesman of competing companies, inter transfer, recommendation of present salesman. Selection <ul style="list-style-type: none"> Importance and Need for selection Selection policy decision Selection tools Difficulties to be encountered in selection the right personnel Interview type. 	15	Dipankar Mukherjee
Unit IV:	<ul style="list-style-type: none"> Training And Direction <ul style="list-style-type: none"> i. Need of training ii. Objectives of training iii. Advantages of good training programme iv. Deciding training content v. Selecting training methods vi. Organization for sales training vii. Evaluation of training programme viii. Informal training Direction <ul style="list-style-type: none"> i) The essence of sales leadership ii) Sales managers' leadership roles 	10	Dipankar Mukherjee
Unit V:	<p>MOTIVATION AND COMPENSATION</p> <ul style="list-style-type: none"> Meaning of motivation, Motivation Theories (in brief), Need for motivating the sales force. Motivational techniques e.g. <ul style="list-style-type: none"> a) Meeting between managers and sales force b) Clarity of job c) Sales targets or quotas d) Sales contest e) Sales- convention and conferences f) Positive affect -praise, feedback, warmth and understanding of personal problems, etc. <ul style="list-style-type: none"> g) Leadership style of manager h) Freedom to work i) Reward and recognition j) Persuasion k) Financial Incentives, Fringe benefits. 	10	Dipankar Mukherjee
Unit VI:	<p>APPRAISAL OF PERFORMANCE</p> <ul style="list-style-type: none"> Need for appraisal of performance Some basic issues involved in appraisal of performance. Viz : Evaluation based on qualitative, vis -a - vis quantitative data, comparison of the results of evaluation, problems of determining standard of performances, periodicity of evaluation, Company Data Base as a basis of developing the system of evaluation etc. Performance Standards Viz : Sales quotas, Sales coverage effectiveness index, Sales expense ratio, Net profit ratio or gross margin rates per territory, call frequency ratio, Calls per day, average cost per call. 	10	Dipankar Mukherjee
Total No of Lectures		60	

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Hons. / Major Subject

CC 9 - Public Relations and Publicity

Unit	Topic	No of Lectures	Faculty
Unit I:	Public relations: Meaning; features, growing importance, role in marketing.	10	Aditi Chatterjee
Unit II:	Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio - visual, public service activities, miscellaneous tools.	20	Aditi Chatterjee
Unit III:	Public Relations Strategies	20	Aditi Chatterjee
Unit IV:	Publicity: Meaning, Goals, Importance, PR Vs Publicity	10	Aditi Chatterjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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Hons. / Major Subject

CC10 - Legal Aspects of Marketing & Advertising

Unit	Topic	No of Lectures	Faculty
Unit I:	The Consumer Protection Act 1986: Features, Rights And Responsibilities Of Consumers, Redressal Mechanism • Environment Protection Act 1986: Features, Offences, Prevention And Control Of Environment Pollution. • The Essential Commodities Act 1955: Features, Essential Commodities, Control Of Production, Supply And Distribution Of Commodities, Public Interest	5	Sangeeta Sen
Unit II:	The Prevention Of Food Adulteration Act 1951: Features, Adulteration Of Food And Penalties • The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related To Self Medication And Harmful Drugs, Prohibition Of False Claims • The Bureau Of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties • The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties	15	Sangeeta Sen
Unit III:	The Trademarks Act 1999: Features, Trademarks, Offences And Penalties • The Patents Act 1970 : Features, Patents, Offences And Penalties • The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities	15	Sangeeta Sen
Unit IV:	The Standards Of Weights And Measures Act 1976: Features, Rules Applicable To Retail Business • The Packaging Rules: Rules Related To Only Small And Retail Products • The Competition Act : Features, And Regulatory Framework For Retail Business	15	Sangeeta Sen
Unit V:	Legal and Ethical Aspects of Sales Promotion, Public Relations	10	Dipankar Mukherjee Aditi Chatterjee
Unit VI:	Advertising Regulations Agencies, Advertising Regulations	5	Dipankar Mukherjee
Total No of Lectures		65	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2019-20

Hons. / Major Subject

**SEC B1 - Business Communication and Personality
Development**

Unit	Topic	No of Lectures	Faculty
	Business Communication & Personality Development		
Unit I:	Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers	15	Aditi Chatterjee
Unit II:	Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters.	15	Aditi Chatterjee
Unit III:	Sales Report Writing- Characteristics, Importance, Elements of structure.	10	Aditi Chatterjee
Unit IV:	Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.	20	Aditi Chatterjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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Hons. / Major Subject

SEC B1 - Graphics Designing& Product Photography

Unit	Topic	No of Lectures	Faculty
Unit I:	<p>Graphics Designing</p> <p>Graphics Designing& Product Photography</p> <ul style="list-style-type: none"> • The history of graphic design. • Elements of Graphic Designing • What a layout is and how to create an effective one. • Principles of Graphics Designing • About lettering/fonts and their implications. • What a logo is and how to create one. <p>• The basics of two dimensional design including the elements and principles of art.</p> <ul style="list-style-type: none"> • About colour theory and its implications in Graphic Design. • How to use art criticism effectively. • About Graphic Design as a career. • Layout of Print Media 	40	Dipankar Mukherjee
Unit II:	Introduction to Product Photography	20	Dipankar Mukherjee
	Total No of Lectures	60	