

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 | Dipankar Mukherjee |
| | Total No of Lectures | 60 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 | Dipankar Mukherjee |
| 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 | Dipankar Mukherjee |
| 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 | Dipankar Mukherjee (a,c,d) 5 & Sangeeta Sen (b) 5 |
| | Total No of Lectures | 60 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2020-21****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 | Sangeeta Sen |
| Unit II: | Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies And Strategies, Types of Pricing Decisions, Pricing Methods | 15 | Sangeeta Sen |
| 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 | Sangeeta Sen |
| Unit IV: | Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing | 10 | Sangeeta Sen |
| Unit V: | Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies | 5 | Sangeeta Sen |
| | Total No of Lectures | 65 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 <ul 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 i) Measuring Consumer Awareness <ul style="list-style-type: none"> ii) Direct Mail Test iii) Mechanical Method iv) Psychological Scoring Method <ul style="list-style-type: none"> v) Sales Experiment • Post- testing Method i) Recognition Method <ul 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 • Broad Functions i. As consultant to clients ---Formulation Of Advertising Campaigns ii. Placing Of Advertising • Reasons For Having advertising Campaigns • Advertising Agencies i. Organization Pattern - Organization structure, Function ii. Definition Of Different Departments- Plan Board , Creative Services, Marketing Services , Account Management , Finance • Range Of Other Services offered • Selection Of Advertising Agency <ul 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 2020-21

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 | Aditi Chatterjee |
| Unit II: | <p>AIDA model of selling</p> <ul style="list-style-type: none"> • Selling situations • Types of sales person • Buyer seller Dyad <p>• Diversity of Personal Selling</p> <ul style="list-style-type: none"> • AIDA theory In selling • Peddlers • Professionalsales person <p>• Peddler VS professional sales person</p> <ul style="list-style-type: none"> • Industrial sales person | 10 | Aditi Chatterjee |
| Unit III: | <ul style="list-style-type: none"> • Types of Market - • Consumer and industrial markets <p>• Characteristics and implications for selling function:</p> <ul style="list-style-type: none"> • Difference between organisation and consumer behaviour • Organisation buyer behaviour • Factor affecting organization buyer behaviour | 15 | Aditi Chatterjee |
| Unit IV: | <p>Background Knowledge essential to sales person-</p> <ul style="list-style-type: none"> • Knowledge of products • Company and competition <p>• Different stages of personal selling process</p> | 10 | Aditi Chatterjee |
| 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 | Aditi Chatterjee |
| Total No of Lectures | | 60 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 | | NO Student Opted |
| Unit II: | How to write an effective advertising copy, Application of AIDA copy writing | | NO Student Opted |
| Unit III: | Teaser Campaign and Campaign | | NO Student Opted |
| Unit IV: | Writing for print media: Headlines • Sub headlines • Body Copy • Body of the Body Copy • Slogan • Captions • Structuring the copy | | NO Student Opted |
| Unit V: | Understanding the medium and writing for TV, Cinema, Radio, Innovativemedium, Internet, SMS | | NO Student Opted |
| Unit VI: | Principles of writing press release copy | | NO Student Opted |
| Unit VII: | Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising | | NO Student Opted |
| Unit VII: | Different types of Copy • Advertorial • Infomercial • Comparative copy • Copy for different languages | | NO Student Opted |
| | Total No of Lectures | | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

Hons. / Major Subject

SEC A2 : Content Writing

| Unit | Topic | No of Lectures | Faculty |
|------|--|----------------|------------------|
| | What is Content Writing and how is it different from copywriting | 2 | Aditi Chatterjee |
| | Evolution of Content Writing | 3 | Aditi Chatterjee |
| | Scope of Content Writing | 5 | Aditi Chatterjee |
| | Types of Content Writing i)Article ii) Blogs iii) Web Content | 5 | Aditi Chatterjee |
| | Tools of Content Writing | 5 | Aditi Chatterjee |
| | Relationship between marketing and content writing (inbound marketing, direct marketing, relationship building and management, brand building) | 5 | Aditi Chatterjee |
| | Total No of Lectures | 25 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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) Planning Functions :</p> <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 <p>• Operating Functions :</p> <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 ii. 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 <p>What is recruitment?</p> <p>Recruitment Sources - advertisement, employment agencies, educational institutions, salesman of Non- competitor companies, salesman of competing companies, inter transfer, recommendation of present salesman.</p> <ul style="list-style-type: none"> • Selection <p>Importance and Need for selection</p> <p>Selection policy decision</p> <p>Selection tools</p> <p>Difficulties to be encountered in selection the right personnel</p> <p>Interview type.</p> | 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 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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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 | Sangeeta Sen |
| Unit II: | Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio - visual, public service activities, miscellaneous tools. | 20 | Sangeeta Sen |
| Unit III: | Public Relations Strategies | 20 | Sangeeta Sen |
| Unit IV: | Publicity: Meaning, Goals, Importance, PR Vs Publicity | 10 | Sangeeta Sen |
| | Total No of Lectures | 60 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 | Sangeeta Sen |
| Unit VI: | Advertising Regulations Agencies, Advertising Regulations | 5 | Sangeeta Sen |
| Total No of Lectures | | 65 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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 | 5 | Dipankar Mukherjee |
| Unit II: | Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters. | 5 | Dipankar Mukherjee |
| Unit III: | Sales Report Writing- Characteristics, Importance, Elements of structure. | 5 | Dipankar Mukherjee |
| 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. | 10 | Dipankar Mukherjee |
| | Total No of Lectures | 25 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

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. • The basics of two dimensional design including the elements and principles of art. • About colour theory and its implications in Graphic Design. <ul style="list-style-type: none"> • How to use art criticism effectively. • About Graphic Design as a career. <ul style="list-style-type: none"> • Layout of Print Media | | NO Student Opted |
| Unit II: | Introduction to Product Photography | | NO Student Opted |
| | Total No of Lectures | 0 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

Hons. / Major Subject

CC 11 - Sales Force Management – II

| Unit | Topic | No of Lectures | Faculty |
|-----------------------------|---|----------------|--------------------|
| Unit I: | <p>SALES FORCE SIZE</p> <ul style="list-style-type: none"> • What is sales force size? • Need for determining size <p>• Models available to aid and assist determination of right - size , Viz marginal Model and sales potential model</p> <ul style="list-style-type: none"> • Limitations of determining sales force size. | 5 | Dipankar Mukherjee |
| Unit II: | <p>ORGANIZATION OF SALES DEPARTMENT</p> <ul style="list-style-type: none"> • Need for sales organization • Developing a sales organization <p>• Basic types of organization, viz. Line and staff</p> <ul style="list-style-type: none"> • Geographic product and market based sales organization. | 10 | Dipankar Mukherjee |
| Unit III: | <p>SALES PLANNING AND CONTROL</p> <p>A. Nature and importance of sales planning</p> <p>B. Sales control</p> <ul style="list-style-type: none"> • Nature • Objectives • Process • Difficulties <p>C. Market analysis</p> <p>D. Sales Forecasting</p> <ul style="list-style-type: none"> • Definition • Importance • Factors governing sales forecasting • Limitations. <p>E. Methods of forecasting</p> <ul style="list-style-type: none"> • Composite sales force opinionmethod • Executive opinion method • User's expectation method • Experts opinion method • Part trend sales and trend method • Market test method • Market factor analysis | 15 | Dipankar Mukherjee |
| Unit IV: | <p>Sales Budget</p> <ul style="list-style-type: none"> • Meaning and importance of sales budget • Use of sales budget • Methods of sales budgeting <ol style="list-style-type: none"> i. Rules of thumb ii. Competitive parity method iii. Objective and task method iv. Zero based budgeting • Preparation of sales budget <ol style="list-style-type: none"> i) Review and analysis of marketing environment ii) Overall objectives iii) Preliminary plan for allocation of resources <p>• Budget implementation: establishment of feedback mechanism.</p> | 10 | Dipankar Mukherjee |
| Unit V: | <p>SALES TERRITORY</p> <ol style="list-style-type: none"> i. Concept of sales territory ii. Reasons for establishing or reviewing sales territory iii. Determination of basic control unit for territorial boundaries. iv. Deciding in allocation criteria v. Choosing a starting point vi. Combining of adjacent units vii. Assigning territories to sales people viii. Approaches commonly used for designing sales territory Viz. Market build up approach, the work load approach | 10 | Dipankar Mukherjee |
| Unit VI: | <p>SALES QUOTA</p> <ol style="list-style-type: none"> i. Meaning and importance of sales quota ii. Objectives iii. Types iv. Advantages and disadvantages v. Administration vi. Uses | 10 | Dipankar Mukherjee |
| Total No of Lectures | | 60 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

Hons. / Major Subject

CC 12 - Internship

| Unit | Topic | No of Lectures | Faculty |
|------|-----------------------------|----------------|---------|
| | Internship | NA | NA |
| | Total No of Lectures | 0 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2020-21

Hons. / Major Subject

DSE A1.1 - IMC (Integrated Marketing Communication)

| Unit | Topic | No of Lectures | Faculty |
|-----------------------------|---|-----------------------|------------------|
| Unit I: | Role of IMC in Marketing Process, Communication process; Effectiveness of Marketing Communications | 15 | Aditi Chatterjee |
| Unit II: | Steps involved in developing IMC Programme | 15 | Aditi Chatterjee |
| Unit III: | Marketing Communications in various stages of Product Life Cycle | 15 | Aditi Chatterjee |
| Unit IV: | Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication. | 15 | Aditi Chatterjee |
| Total No of Lectures | | 60 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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Hons. / Major Subject

DSE - A 1.2 - Service Marketing & Rural Marketing

| Unit | Topic | No of Lectures | Faculty |
|-------------|--|-----------------------|------------------|
| Unit I: | Service Marketing- Introduction: Concept of Services, nature, characteristics, reasons for growth, Indian scenario, and differentiation of services | | No Student Opted |
| Unit II: | Managing Services: • Service marketing mix: elements service product development • Service pricing methods • Place - Managing channels and intermediaries for service delivery • Promotion mix for services. | | No Student Opted |
| Unit III: | Service Marketing in organizations:- • Travel & Tourism • Health Care • Financial Services • Educational Services • Information Technology & Communication Services | | No Student Opted |
| Unit IV: | Case lets | | No Student Opted |
| Unit V: | Rural Marketing- Introduction : Concept, Nature & scope, Importance of rural marketing, evolution of rural marketing, rural vs. urban markets, rural marketing environment and its impact on marketing strategies, challenges of rural marketing, Thompson Rural Market Index | | No Student Opted |
| Unit VI: | Rural Consumer : Characteristics of rural buyer; factors affecting rural buying behaviour, buying pattern of rural consumers, rural market segmentation; Product planning, quality strategy, packaging strategy, branding strategy, promotional strategy, pricing strategy, distribution and logistics in rural markets. | | No Student Opted |
| Unit VII: | Marketing of agricultural inputs: Concept of agricultural inputs, co-operative marketing, Contract Farming, public distribution system, agricultural marketing in India - problems and prospects. | | No Student Opted |
| Unit VIII: | Financial Institutions in Rural Market: NABARD, State Co-operative Banks, Commercial Bank, Kisan Credit Card Scheme | | No Student Opted |
| Unit IX: | Case lets | | No Student Opted |
| | Total No of Lectures | 0 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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Hons. / Major Subject

DSE - B1 - Retail Business Management

| Unit | Topic | No of Lectures | Faculty |
|-------------|--|-----------------------|------------------|
| Unit I: | Retailing: Concept, Scope and Retail Management. Theories Of Retail Development (Wheel Of Retailing, Retail Accordation, Melting Pot Theory, Polarisation Theory). Contribution of Retailing To Indian Economy. Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario Of Retail business In India | 10 | Aditi Chatterjee |
| Unit II: | Retail Strategy: Definition, Importance, & Future of Retail Market Strategy. Developing and Applying Retail Strategy. Types of Retailing Formats: Super Market, Hyper Market, Departmental Stores, Convenience Stores, Catalogue Retailers. Non Stores Retailing: Vending Machine, Door To Door selling, Mail Order Business. E-Retailing: Credit Card Transaction, Smart Card and E-Payment, Retailing of Services. | 10 | Aditi Chatterjee |
| Unit III: | Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising. | 10 | Aditi Chatterjee |
| Unit IV: | Franchising: Definition, Types and Evolution. Franchising Law In India. Outsourcing: Definition, Scope and Importance. Introduction of the Concept Of VAT In Retailing. CRM in Retail: Concept, Types of CRM, Application Of CRM In Retailing, Strategic Framework For CRM In Retail. | 15 | Sangeeta Sen |
| Unit V: | Manufacturer Distributor Network Relationship | 15 | Sangeeta Sen |
| | Total No of Lectures | 60 | |

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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Hons. / Major Subject

CC 13 - Entrepreneurship Development

| Unit | Topic | No of Lectures | Faculty |
|-------------|---|-----------------------|----------------|
| Unit I: | Definition of Entrepreneurship, Entrepreneur, features of Entrepreneurship, functions of Entrepreneurship, Entrepreneurship & Creativity, Definition of Innovation, and Social Responsibility and Business Ethics, Environmental Awareness | 5 | Sangeeta Sen |
| Unit II: | Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Roll of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India, Industrial and Economic Policies declared by the Government from time to time | 5 | Sangeeta Sen |
| Unit III: | Financial Institution -SIDBI, TFCI, Commercial Bank etc. Identification of Opportunities, SWOT Analysis, Decision Making, Choice of Technology, Make or Buy Decision, Exposure to demand based industries, resource based industries, service based industries, Import substitute and export promotion industries | 5 | Sangeeta Sen |
| Unit IV: | Project Formulation:concept, objective, preparation of a Project Plan, Project Cost Components, Economic Viability, Financial Feasibility, PERT and CPM | 10 | Sangeeta Sen |
| Unit V: | Human Resource Management- Importance, Role of HRD, Planning, Recruitment, Training and Development, Performance Management (Appraisal), Leadership, Reward Management (Motivation, Positive Reinforcement), Stress Management, HRIS (Human Resource Information System), Work-Life Balance | 10 | Sangeeta Sen |
| Unit VI: | Financing Procedure and financial incentive, costing and pricing, knowledge of capital market, working capital management, fund flow and cash flow, Financial ratios, Break-even Analysis, Management Information System (MIS), Financial Institutions | 5 | Sangeeta Sen |
| Unit VII: | Market Survey techniques, Elements of Marketing Management: Marketing Mix, Packaging, Analysis Marketing Opportunities, Planning and Implementing Marketing Strategies, New Product Development | 10 | Sangeeta Sen |
| Unit VIII: | Business and Industrial Laws; Licensing, Registration, Municipal Byelaws and Insurance coverage; Factory Act, Sales of Goods Act, Partnership Act; Income Tax, Sales Tax and Excise Tax; Pollution Control and Environmental Act. | 10 | Sangeeta Sen |
| | Total No of Lectures | 60 | |

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Hons. / Major Subject

CC 14 - Project

| Unit | Topic | No of Lectures | Faculty |
|------|----------------------|----------------|--------------|
| | Project | 15 | Sangeeta Sen |
| | Total No of Lectures | 15 | |

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Hons. / Major Subject

DSE - A2 : Digital Marketing

| Unit | Topic | No of Lectures | Faculty |
|-------------|---|-----------------------|--------------------|
| Unit I: | History, New non-linear marketing approach, Use in the digital era, Brand awareness: Ease of Access, Competitive advantage, Effectiveness; Latest developments and strategies; Ways to further increase the effectiveness of digital marketing | 10 | Dipankar Mukherjee |
| Unit II: | Channels; Multi-channel communications, Advantages and limitations | 10 | Dipankar Mukherjee |
| Unit III: | Digital Marketing Strategy, Planning, Stages of planning- Opportunity, Strategy, Action | 10 | Dipankar Mukherjee |
| Unit IV: | Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowdsourcing), Web Marketing, Search Engine Optimisation (SEO), Online Advertising, Social Media Marketing (Facebook & LinkedIn), Mastering Google (AdWords Advertising, Analytics & Applications), Micro Blogging - Twitter, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing, Video & Audio (Podcasting) Marketing | 30 | Dipankar Mukherjee |
| | Total No of Lectures | 60 | |

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Hons. / Major Subject

DSE B 2 . I : Logistics Operations & Supply Chain Management

| Unit | Topic | No of Lectures | Faculty |
|-------------|---|-----------------------|------------------|
| Unit I: | Concept; Origin of the term, definition, Functions, Importance | | No Student Opted |
| Unit II: | Historical Developments | | No Student Opted |
| Unit III: | Business Process Integration | | No Student Opted |
| Unit IV: | Concept of Supply Chain Network | | No Student Opted |
| Unit V: | Components of Supply Chain Management, Reverse Supply Chain | | No Student Opted |
| Unit VI: | Global Application | | No Student Opted |
| Unit VII: | Skills, Competencies, Roles and Responsibilities of SCM professionals | | No Student Opted |
| Unit VIII: | Logistics and SCM | | No Student Opted |
| | Total No of Lectures | 0 | |

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Hons. / Major Subject

DSE B 2. II : Globalisation and International Marketing

| Unit | Topic | No of Lectures | Faculty |
|-------------|--|-----------------------|--------------------|
| Unit I: | Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital). | 10 | Dipankar Mukherjee |
| Unit II: | International Marketing: Concept, Evolution, Importance and Process. International Marketing Research, International Marketing Information Systems, Market Analysis. Opportunities And Challenges in International Marketing, Future Prospects Of International Marketing, India's Presence In International Marketing | 10 | Dipankar Mukherjee |
| Unit III: | Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal And Cultural. Entering International Markets: Concepts, Modes and Factors | 10 | Dipankar Mukherjee |
| Unit IV: | International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies | 15 | Dipankar Mukherjee |
| Unit V: | Selection of Retail Market, Study and Analysis Of Retailing In Global Setting, Internationalization Of Retailing And Evolution Of International Retailing Methods Of International Retailing. | 10 | Dipankar Mukherjee |
| Unit VI: | Concept of Foreign Direct Investment (FDI) and Multi-National Company (MNC) | 5 | Dipankar Mukherjee |
| | Total No of Lectures | 60 | |