

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2021-22

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	Aditi Chatterjee
	Total No of Lectures	60	

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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 2021-22****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	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	Sangeeta Sen
Unit V:	Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies	5	Sangeeta Sen
	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 <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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> • Broad Functions i. As consultant to clients ---Formulation Of Advertising Campaigns <ul 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 <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	

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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	

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ACADEMIC CALENDAR 2021-22

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	Dipankar Mukherjee
Unit II:	How to write an effective advertising copy, Application of AIDA copy writing	5	Dipankar Mukherjee
Unit III:	Teaser Campaign and Campaign	2	Dipankar Mukherjee
Unit IV:	Writing for print media: Headlines • Sub headlines • Body Copy • Body of the Body Copy • Slogan • Captions • Structuring the copy	3	Dipankar Mukherjee
Unit V:	Understanding the medium and writing for TV, Cinema, Radio, Innovativemedium, Internet, SMS	5	Dipankar Mukherjee
Unit VI:	Principles of writing press release copy	2	Dipankar Mukherjee
Unit VII:	Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising	3	Dipankar Mukherjee
Unit VII:	Different types of Copy • Advertorial • Infomercial • Comparative copy • Copy for different languages	5	Dipankar Mukherjee
Total No of Lectures		30	

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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		No Student Opted
	Evolution of Content Writing		No Student Opted
	Scope of Content Writing		No Student Opted
	Types of Content Writing i)Article ii) Blogs iii) Web Content		No Student Opted
	Tools of Content Writing		No Student Opted
	Relationship between marketing and content writing (inbound marketing, direct marketing, relationship building and management, brand building)		No Student Opted
	Total No of Lectures	0	

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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) 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	

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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	

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

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

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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. • 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	

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ACADEMIC CALENDAR 2021-22

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	

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Hons. / Major Subject

CC 12 - Internship

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

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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	

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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	

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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	Sangeeta Sen
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	Sangeeta Sen
Unit III:	Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.	10	Sangeeta Sen
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	

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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	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2021-22

Hons. / Major Subject

CC 14 - Project

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

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

ACADEMIC CALENDAR 2021-22

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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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	5	Aditi Chatterjee
Unit II:	Historical Developments	5	Aditi Chatterjee
Unit III:	Business Process Integration	10	Aditi Chatterjee
Unit IV:	Concept of Supply Chain Network	5	Aditi Chatterjee
Unit V:	Components of Supply Chain Management, Reverse Supply Chain	10	Aditi Chatterjee
Unit VI:	Global Application	5	Aditi Chatterjee
Unit VII:	Skills, Competencies, Roles and Responsibilities of SCM professionals	10	Aditi Chatterjee
Unit VIII:	Logistics and SCM	10	Aditi Chatterjee
	Total No of Lectures	60	