



UNIVERSITY OF CALCUTTA

Notification No.CSR/30/2023

It is notified for information of all concerned that in terms of the provisions of Section 54 of the Calcutta University Act, 1979, (as amended), and, in exercise of her powers under 9(6) of the said Act, the Vice-Chancellor has, by an order dated 21.08.2023 approved the syllabus of the under mentioned subjects semester wise Four-year (Honours with core Vocational) programme of U.G. courses of studies, under CCF,2022, under this University, as laid down in the accompanying pamphlet.

Name of Subject

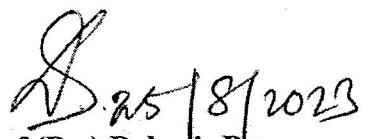
- ✓ 1. Advertising Sales promotion and Sales Management (Core vocational)
2. Tourism and Travel Management (Core vocational)

The above shall take effect from the academic session 2023-2024.

SENATE HOUSE

Kolkata-700073

The 25th, August, 2023


Prof.(Dr.) Debasis Das

Registrar



UNIVERSITY OF CALCUTTA

ADVERTISING, SALES PROMOTION & SALES MANAGEMENT

NEP 2020 SYLLABUS

Semester 1:

Paper- DSC/CC - Basics of Marketing Management

Unit I:

Marketing: Concept, Nature, Functions & Importance; Definition, Objectives, Types of Marketing; Selling vs. Marketing; Ethical & Social Responsibilities of Marketing, CSR with reference to its implementation

Unit II:

Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing

Unit III:

Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro & Macro) Marketing Environment; Marketing Information System: Definition and Components

Unit IV

Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance; Marketing Research: Process & Significance

Unit V:

Consumer Behaviour & its characteristics, Factors Influencing the Individual Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India.

Suggested Readings

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Kotler, Keller, Koshy And Jha “ Marketing Management” 13th edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 1st edition, Vaibhav Laxmi Prakashan
- Evance & Berman “ Marketing Management” 2007, Cengage Learning
- Mcdenial, Lamb, Hair “ Principles Of Marketing 2008” Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw Hill

Paper- SEC- Content and Copywriting

Unit I:

Copywriting: Introduction, Responsibility of copywriter, Attributes of a good copywriter, Principles of copywriting; Definition of Content Writing and its difference with copywriting

Unit II:

- Evolution of Content Writing
- Scope of Content Writing
- Types of Content Writing
- Relationship between marketing and content writing (in-bound marketing, direct marketing, relationship building and management, brand building)

Unit III:

How to write an effective advertising copy?

Unit IV

Understanding the medium and writing for TV, Cinema, Radio, and Social Media.

Suggested Readings

- Content Strategy for the Web 2nd Edition by Melissa Rach & Kristina Halvorson- About Melissa Rach & Kristina Halvorson
- Everybody Writes by Ann Handley
- Global Content Marketing by Pam Didner
- Big Book of Content Marketing by Andreas Ramos
- Optimize by Lee Odden
- Start With Why by Simon Sinek

Semester 2:

Paper- DSC/CC– Basics of Advertising

Unit I:

Advertising: Meaning, Features, Functions; Setting of Advertising Objectives

Unit II:

Approaches of Advertising – DAGMAR; AIDA (Attention, Interest, Desire and Action)

Unit III:

Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors affecting Media Choice;

Unit IV

Various Classifications of Advertising:

- i) Primary Demand & Selective Demand
- ii) Commercial & Non-commercial advertisements
- iii) Classified & Display advertisements
- iv) Consumer & Business advertisements
- v) Co-operative advertisements

Unit V:

Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising

Unit VII:

Advertising & the Indian Economy: Role of Advertising in the Indian economy, Impact of advertising Misleading and Deceptive advertisements, Impact of Advertising on children, Advertising Appeals.

Suggested Readings:

- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999.
- William F Arens and Courtland L Bovee, Contemporary Advertising- Irwin 1994.
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour-The free Press-1989.
- Jib Fowles, Advertising and popular culture- Sage Publications 1996
- Mary Cross, Advertising and Culture- Prentice Hall 2001
- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
- Manendra Mohan-Advertising Management; Tata McGraw Hill
- Promotion-Stanley
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Semester 2:

Paper- SEC- Soft Skills & Computer Basics

Unit I

Communication Skills- Understanding communicative environment, listening, conversation, types of communication, Ways to express, speaking in groups, Interpersonal communication.

Unit II

Presentation and Interaction- What to present? How to present? Multimedia Presentation, Interacting in groups.

Unit III

Developing Emotional & Social Skills- Intelligent Quotient, Emotional Quotient, managing stress, Work-Life Balance

Unit IV

Developing key traits- Creativity, critical thinking and problem solving, motivation, leadership, persuasion, negotiation

Unit V

Desktop Management- Basic techniques to manage computer desktop

Unit VI

Office Management- Microsoft Word, Microsoft Excel, Microsoft Power point.

Suggested Readings

- Personality Development and Soft Skills by Barun K. Mitra
- Soft Skills- Enhancing Employability: Connecting Campus with Corporate by MS Rao
- Design your Career- Soft Skills of Career by Yogesh P Chopade
- Enhancing Soft Skills through Learner centered activities at UG Level by Raj K Bharathi
- Computer Fundamentals by Pradeep K Sinha & Priti Sinha
- Computer Basics: For a literate living by Bittu Kumar
- Computer Basics by G. Manjunath

Semester 3:

Paper- DSC/CC - Understanding Marketing Mix

Unit- I:

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

Unit II:

Pricing: Concept, Objectives & Factors Affecting Price of a Product, Pricing Methods

Unit III:

Place: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels

Unit IV:

Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies, Consumer Psychology.

Suggested readings

- Kotler, Keller, Koshy And Jha “Marketing Management” 13th edition Pearson Education
- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Shukla A.K. “Marketing Management” 2nd edition, Vaibhav Laxmi Prakashan
- Evance & Berman “Marketing Management” 2007, Cengage Learning
- Mcdenial, Lamb, Hair “Principles Of Marketing 2008” Cengage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
- Stanton W.J. et al: Fundamentals of Marketing, McGraw H
- Cundiff, Edward W et al: Basic Marketing - Concepts, Decisions & Strategies; PHI
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois
- George E. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Semester 3:

Paper- DSC/CC - Media Planning and Management

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
Importance of Media Research in planning

Unit II:

Media Timing- Scheduling; Scheduling

Unit III:

Advertising Budget

Unit IV:

Evaluation of Advertising Effectiveness: Understanding Pre-Testing and Post testing; Testing Techniques.

Unit V:

Advertising Agency

- Their role and importance in Advertising
- Broad Functions
- Reasons for Having Advertising Campaigns
- Advertising Agencies Account Management, Finance
- Range of other Services offered
- Selection of an Advertising Agency
- Agency Commission and Fee

Unit VII:

Advertising Department- Its Function and Organization

Suggested Readings:

- Philip R Cateora and John L Graham, International Marketing Irwin McGraw Hill 1999.
- William F Arens and Courtland L Bovee, Contemporary Advertising- Irwin 1994.
- Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The free Press- 1989.
- Jib Fowles, Advertising and popular culture- Sage Publications 1996
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- Promotion- Stanley
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill

Semester 3:

Paper- SEC- Business Communication & Personality Development

Unit I:

Business Communication & Personality Development- 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.

Unit II:

Business Correspondence: Letter Writing, presentation, inviting quotations, sending quotations, placing orders, Inviting tenders, Sales letters.

Unit III:

Sales Report Writing- Characteristics, Importance, and Elements of Structure.

Unit IV:

Business Etiquettes, Business manners; Body language gestures, Etiquette of the written word, Etiquette of the telephone, and Handling business meetings.

Unit V:

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines for effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, and the art of effective listening.

Suggested Readings

- Fundamentals of Business Communication for BBA All UP Universities Semester 2 By K K Sinha
- Business Communication: Connecting In A Digital World | 13th Edition Raymond V. Lesikar, Marie. E. Flatley, Kathryn Rentz, Paula Lentz, Neerja Pande
- Taxmann Cracker Business Communication for CS Executive (CSEET) by Ritika Godhwani
- Effective Business Communication 7Th Edition by Herta Murphy and Herbert Hildebrandt and Jane Thomas , Tmh
- Personality Development: Know how to expand personality-Acharya Seshaiyah Kandamuru
- Personality Development-Transform Yourself- Rajiv K Mishra