

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT **(MAJOR)**

ACADEMIC CALENDAR 2024-25

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject DSC/CC1-Basics of Marketing Management			
Unit	Topic	NoofLectures	Faculty
UnitI:	Marketing: Concept, Nature, Functions & Importance; Definition, Objectives, Types of Marketing; Selling vs. Marketing; Ethical& Social Responsibilities of Marketing, CSR with reference to its implementation	10	AditiChatterjee
UnitII:	Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing	10	AditiChatterjee
UnitIII:	Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro & Macro) Marketing Environment; Marketing Information System: Definition and Components	10	AditiChatterjee
UnitIV:	Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance; Marketing Research: Process & Significance	10	AditiChatterjee
UnitV:	Consumer Behaviour& its characteristics, Factors Influencing the Individual Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India.	20	AditiChatterjee
Total No of Lectures		60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject SEC1- Content & Copywriting			
Unit	Topic	NoofLectures	Faculty
UnitI:	Copywriting: Introduction, Responsibility of copywriter, Attributes of a good copywriter, Principles of copywriting; Definition of Content Writing and its difference with copywriting	20	Dipankar Mukherjee
UnitII:	<ul style="list-style-type: none"> • 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) 	10	Dipankar Mukherjee
UnitIII:	How to write an effective advertising copy?	10	Dipankar Mukherjee
UnitIV:	Understanding the medium and writing for TV, Cinema, Radio, and Social Media.	20	Dipankar Mukherjee
TotalNoofLectures		60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject DSC/CC2- Basics of Advertising			
Unit	Topic	NoofLectures	Faculty
UnitI:	Advertising: Meaning, Features, Functions; Setting of Advertising Objectives	10	Dipankar Mukherjee
UnitII:	Approaches of Advertising – DAGMAR; AIDA (Attention, Interest, Desire and Action)	10	Dipankar Mukherjee
UnitIII:	Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors affecting Media Choice;	10	Dipankar Mukherjee
UnitIV:	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	10	Dipankar Mukherjee
UnitV:	Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising	10	Dipankar Mukherjee
UnitVI:	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.	10	Dipankar Mukherjee
	TotalNoofLectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject SEC2- Soft Skills & Computer Basics			
Unit	Topic	NoofLectures	Faculty
UnitI:	Communication Skills- Understanding communicative environment, listening, conversation, types of Communication, Ways to express, speaking in groups, Interpersonal communication.	10	Aditi Chatterjee
UnitII:	Presentation and Interaction- What to present? How to present? Multimedia Presentation, Interacting in groups.	10	Aditi Chatterjee
UnitIII:	Developing Emotional & Social Skills- Intelligent Quotient, Emotional Quotient, managing stress, Work-Life Balance	10	Aditi Chatterjee
UnitIV:	Developing key traits- Creativity, critical thinking and problem solving, motivation, leadership, persuasion, negotiation	10	Aditi Chatterjee
UnitV:	Desktop Management- Basic techniques to manage computer desktop	10	Aditi Chatterjee
UnitVI:	Office Management- Microsoft Word, Microsoft Excel, Microsoft Power point.	10	Aditi Chatterjee
	TotalNoofLectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENT NTACADEMICCALENDAR 2024-25 MajorSubject			
Paper- DSC/CC - Understanding Marketing Mix			
Unit	Topic	NoofLectures	Faculty
UnitI:	<ul style="list-style-type: none"> • 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 	15	AditiChatterjee
UnitII:	<ul style="list-style-type: none"> • Pricing: Concept, Objectives & Factors Affecting Price of a Product, Pricing Methods 	15	AditiChatterjee
UnitIII:	<ul style="list-style-type: none"> • Place: Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels 	15	AditiChatterjee
UnitIV:	<ul style="list-style-type: none"> • 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. 	15	AditiChatterjee
	TotalNoofLectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject Paper- DSC/CC - Media Planning and Management

Unit	Topic	NoofLectures	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 Importance of Media Research in planning	10	Dipankar Mukherjee
Unit II:	Media Timing- Scheduling; Scheduling	10	Dipankar Mukherjee
Unit III:	Advertising Budget	10	Dipankar Mukherjee
UnitIV:	Evaluation of Advertising Effectiveness: Understanding Pre-Testing and Post testing; Testing Techniques.	10	Dipankar Mukherjee
UnitV	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	10	Dipankar Mukherjee
UnitVI	Advertising Department- Its Function and Organization	10	Dipankar Mukherjee
	TotalNoof Lectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTACA DEMICCALENDAR 2024-25 MajorSubject Paper- SEC- Business Communication & Personality Development			
Unit	Topic	NoofLectures	Faculty
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.	15	Dipankar Mukherjee
Unit II:	Business Correspondence: Letter Writing, presentation, inviting quotations, sending quotations, placing orders, Inviting tenders, Sales letters.	15	Dipankar Mukherjee
Unit III:	Sales Report Writing- Characteristics, Importance, and Elements of Structure.	10	Dipankar Mukherjee
UnitIV:	Business Etiquettes, Business manners; Body language gestures, Etiquette of the written word, Etiquette of the telephone, and Handling business meetings.	10	Dipankar Mukherjee
UnitV	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.	10	Dipankar Mukherjee
	TotalNoof Lectures	60	

<p align="center">DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject Paper- DSC/CC5 : Personal Selling & Salesmanship</p>			
Unit	Topic	NoofLectures	Faculty
Unit I:	Nature and Characteristics and Importance of Personal Selling • Door to door selling • Nature &Characteristics of Personal selling • Strength and weakness • Role of Personal Selling in Marketing • Professional Salesmanship • Situations where Personal Selling is more effective than Advertising	15	AditiChatterjee
Unit II:	AIDA model of selling • Selling situations • Types of sales person • Buyer seller Dyad • Diversity of Personal Selling • AIDA theory In selling • Peddlers • Professional sales person • Peddler VS professional sales person • Industrial sales person	15	AditiChatterjee
Unit III:	• 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	10	AditiChatterjee
UnitIV:	Background Knowledge essential to sales person- • Knowledge of products • Company and competition • Different stages of personal selling process	10	AditiChatterjee
Unit V:	Qualities of successful sales person with particular reference to consumer services	10	AditiChatterjee
	TotalNoof Lectures	60	

<p align="center">DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGE MENTACADEMICCALENDAR 2024-25 MajorSubject Paper- DSC/CC6 : PR & Event Management</p>			
Unit	Topic	NoofLectures	Faculty
Unit I:	Public relations: Meaning; features, growing importance, role in marketing, strategies of Public Relation.	5	AditiChatterjee
Unit II:	i. Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools.	10	AditiChatterjee
Unit III:	Publicity: Meaning, Goals, Importance, PR Vs Publicity, Publicity in practicality	15	AditiChatterjee
Unit IV:	• Event Management- Meaning, Definition, Principles, Historical Perspective	10	AditiChatterjee
	TotalNoof Lectures	65	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject Paper- DSC/CC7 : Sales Promotion			
Unit	Topic	NoofLectures	Faculty
Unit I:	Nature and importance of sales promotion; its role in marketing.	15	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, Price packs, rebates, patronage, rewards etc. Conventions, conferences and trade shows, specialties and novelties, Developing sales promotion programmes, pre-testing implementing, evaluating the results and making necessary modification	15	Dipankar Mukherjee
UnitIV:	Integration of Sales Promotion with advertising	15	Dipankar Mukherjee
	TotalNoof Lectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject Paper- DSC/CC8 : Logistics & Supply Chain Management (SCM)			
Unit	Topic	NoofLectures	Faculty
Unit I:	Concept, Origin of the term, definition, Functions, Importance	10	Dipankar Mukherjee
Unit II:	Historical Developments	5	Dipankar Mukherjee
Unit III:	Business Process Integration	10	Dipankar Mukherjee
UnitIV:	Concept of Supply Chain Network	10	Dipankar Mukherjee

UnitV:	Components of Supply Chain Management, Reverse Supply Chain	5	Dipankar Mukherjee
UnitVI:	Global Application	10	Dipankar Mukherjee
UnitVII:	Skills, Competencies, Roles and Responsibilities of SCM professionals	5	Dipankar Mukherjee
UnitVIII:	Logistics and SCM	5	Dipankar Mukherjee
	TotalNoof Lectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSAL ESMANAGEMENTACADEMICCALENDAR 2024-25 MajorSubject CC11-SalesForceManagement-II			
Unit	Topic	NoofLectures	Faculty
UnitI:	SALESFORCESIZE • Whatissalesforcesize? • Needfordeterminingsize • Modelsavailabletoaidandassistdeterminationofright-size,VizmarginalModelandsalespotentialmodel • Limitationsofdeterminingsalesforcesize.	5	Aditi Chatterjee
UnitII:	ORGANIZATIONOFSALESDPARTMENT • Needforsalesorganization • Developingasalesorganization • Basic types of organization, viz. Line and staff • Geographic product and market based sales organization.	10	Aditi Chatterjee
UnitIII:	SALESPLANNINGANDCONTROL A. Natureandimportanceofsalesplanning B. Salescontrol • Nature • Objectives • Process • Difficulties C. Marketanalysis D. SalesForecasting □ Definition □ Importance □ Factors governing sales forecasting □ Limitations. E. Methods of forecasting • Composite sales force opinion method • Executive opinion method • User's expectation method • Expert's opinion method • Part trend sales and trend method • Market test method	15	Aditi Chatterjee

	<ul style="list-style-type: none"> • Market factor analysis 		
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 • Budget implementation: establishment of feedback mechanism. 	10	Aditi Chatterjee
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 on 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 workload approach 	10	Aditi Chatterjee
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	Aditi Chatterjee
Total No of Lectures		60	

DEPARTMENT: ADVERTISING, SALES, PROMOTION AND SALES MANAGEMENT A CADEMIC CALENDAR 2024-25 Major Subject DSEA 1.1-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

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA**CADEMICCALENDAR 2024-25****MajorSubject****DSE -B1 -Retail Business Management**

UnitIV:	MarketingCommunicationthroughProductcues,MarketingCommunicationthroughPricecues,PlaceasacomponentinMarketingCommunication,PromotionasacomponentinMarketingCommunication.	15	AditiChatterjee
	TotalNoof Lectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA**CADEMICCALENDAR 2024-25****MajorSubject****DSE -A1.2-Service Marketing &Rural Marketing**

Unit	Topic	NoofLectures	Faculty
Unit I:	ServiceMarketing- Introduction:ConceptofServices,nature,characteristics,reasonsfor rgrowth,Indianscenario,anddifferentiationofservices		NoStudentOpted
Unit II:	Managing Services:• Service marketing mix: elements service product development • Service pricingmethods•Place – Managingchannelsandintermediariesforservicedelivery•Promotionmixforservices.		NoStudentOpted
Unit III:	Service Marketing inorganizations:-•Travel & Tourism•Health Care•FinancialServices•EducationalServices• Information Technology&Communication Services		NoStudentOpted
UnitIV:	Caselets		NoStudentOpted
Unit V:	Rural Marketing- Introduction : Concept, Nature & scope, Importance of rural marketing, evolution of ruralmarketing, rural vs. urban markets, rural marketing environment and its impact on marketing strategies,challengesofruralmarketing,ThompsonRuralMarketIndex		NoStudentOpted
UnitVI:	RuralConsumer:Characteristicsofrural buyer;factorsaffectingruralbuyingbehaviour,buyingpatternofrural consumers, rural market segmentation;Product planning, quality strategy, packaging strategy,brandingstrategy,promotionalstrategy,pricingstrategy,distributionandlogisticsinruralm arkets.		NoStudentOpted
Unit VII:	Marketingofagriculturalinputs:Conceptofagriculturalinputs,co- operativemarketing,ContractFarming,publicdistribution system,agricultural marketing inIndia – problems and prospects.		NoStudentOpted
UnitVIII :	FinancialInstitutionsinRuralMarket:NABARD,StateCo- operativeBanks,CommercialBank,KisanCreditCardS cheme		NoStudentOpted
UnitIX:	Caselets		NoStudentOpted
	TotalNoof Lectures	0	

Unit	Topic	No of Lectures	Faculty
Unit I:	Retailing: Concept, Scope and Retail Management. Theories of Retail Development (Wheel of Retailing, Retail Accretion, 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	Dipankar Mukherjee
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	Dipankar Mukherjee
Unit III:	Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.	10	Dipankar Mukherjee
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	Dipankar Mukherjee
Unit V:	Manufacturer Distributor Network Relationship	15	Dipankar Mukherjee
Total No of Lectures		60	

DEPARTMENT: ADVERTISING SALES PROMOTION AND SALES MANAGEMENT A CADEMIC CALENDAR 2024-25 Major Subject CC13-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	Aditi Chatterjee
Unit II:	Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Role 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	Aditi Chatterjee
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	Aditi Chatterjee
Unit IV:	Project Formulation: concept, objective, preparation of a Project Plan, Project Cost Components, Economic Viability, Financial Feasibility, PERT and CPM	10	Aditi Chatterjee
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	Aditi Chatterjee
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	Aditi Chatterjee
Unit VII:	Market Survey techniques, Elements of Marketing Management: Marketing Mix, Packaging, Analysis Marketing Opportunities, Planning and Implementing Marketing Strategies, New Product Development	10	Aditi Chatterjee
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	Aditi Chatterjee

	TotalNoof Lectures	60	
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DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject CC14-Project			
Unit	Topic	NoofLectures	Faculty
	Project	15	Aditi Chatterjee
	TotalNoof Lectures	15	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject DSE-A2:DigitalMarketing			
Unit	Topic	NoofLectures	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
	TotalNoof Lectures	60	

DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject DSE B2 .I: Logistics Operations & Supply Chain Management			
Unit	Topic	NoofLectures	Faculty
Unit I:	Concept; Origin of the term, definition, Functions, Importance	5	Dipankar Mukherjee
Unit II:	Historical Developments	5	Dipankar Mukherjee
Unit III:	Business Process Integration	10	Dipankar Mukherjee
Unit IV:	Concept of Supply Chain Network	5	Dipankar Mukherjee
Unit V:	Components of Supply Chain Management, Reverse Supply Chain	10	Dipankar Mukherjee
Unit VI:	Global Application	5	Dipankar Mukherjee
Unit VII:	Skills, Competencies, Roles and Responsibilities of SCM professionals	10	Dipankar Mukherjee
Unit VIII :	Logistics and SCM	10	Dipankar Mukherjee
	TotalNoof Lectures	60	

<p align="center">DEPARTMENT:ADVERTISINGSALESPROMOTIONANDSALESMANAGEMENTA CADEMICCALENDAR 2024-25 MajorSubject DSE B2. II :GlobalizationandInternationalMarketing</p>			
Unit	Topic	NoofLectures	Faculty
Unit I:	Meaningandcontentsofglobalization-Firstandsecond phasesofmoderneconomicglobalization.Benefitsoglobalization, expansion of markets, freemovement of goods,servicesandfactors(labourandcapital).		NoStudentOpted
Unit II:	International Marketing: Concept,Evolution,Importanceand Process.International MarketingResearch,International Marketing Information Systems, Market Analysis.Opportunities And Challenges inInternational Marketing, Future Prospects Of International Marketing, India's Presence In InternationalMarketing		NoStudentOpted
Unit III:	Scanning International Marketing Environment: Economic, Financial, Political, Technological, Legal AndCultural. EnteringInternational Markets: Concepts, ModesandFactors		NoStudentOpted
UnitIV:	International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. InternationalMarketingStrategies		NoStudentOpted
Unit V:	SelectionofRetailMarket,StudyandAnalysisOfRetailingInGlobalSetting,Internationalization OfRetailingAndEvolutionOfInternationalRetailingMethodsOfInternationalRetailing.		NoStudentOpted
UnitVI:	ConceptofForeignDirectInvestment(FDI)andMulti-National Company(MNC)		NoStudentOpted
	TotalNoof Lectures	0	