

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2023-24**

Hons. / Major Subject (UNDER NEP)

DSC/CC - Basics of Marketing Management

Unit	Topic	No of Lectures	Faculty
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	20	Aditi Chatterjee
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	10	Aditi Chatterjee
Unit III:	Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro & Macro) Marketing Environment; Marketing Information System: Definition and Components	10	Aditi Chatterjee
Unit IV:	Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance; Marketing Research: Process & Significance Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing	10	Aditi Chatterjee
Unit V:	Consumer Behaviour & its characteristics, Factors Influencing the Individual Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India.	10	Aditi Chatterjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2023-24****Hons. / Major Subject (UNDER NEP)****SEC- Content and Copywriting**

Unit	Topic	No of Lectures	Faculty
Unit I:	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
Unit II:	<ul style="list-style-type: none">• Evolution of Content Writing• Scope of Content Writing• Types of Content Writing <ul style="list-style-type: none">• Relationship between marketing and content writing (in-bound marketing, direct marketing, relationship building and management, brand building)	20	Dipankar Mukherjee
Unit III:	How to write an effective advertising copy?	10	Dipankar Mukherjee
Unit IV:	Understanding the medium and writing for TV, Cinema, Radio, and Social Media.	10	Dipankar Mukherjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2023-24****Hons. / Major Subject (UNDER NEP)****DSC/CC– Basics of Advertising**

Unit	Topic	No of Lectures	Faculty
Unit I:	Advertising: Meaning, Features, Functions; Setting of Advertising Objectives	15	Dipankar Mukherjee
Unit II:	Approaches of Advertising – DAGMAR; 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) Classified & Display advertisements iv) Consumer & Business advertisements v) Co-operative advertisements	10	Dipankar Mukherjee
Unit V:	Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising	5	Dipankar Mukherjee
Unit VI:	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
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2023-24****Hons. / Major Subject (UNDER NEP)****SEC- Soft Skills & Computer Basics**

Unit	Topic	No of Lectures	Faculty
Unit I:	Communication Skills- Understanding communicative environment, listening, conversation, types of communication, Ways to express, speaking in groups, Interpersonal communication.	10	Aditi Chatterjee
Unit II:	Presentation and Interaction- What to present? How to present? Multimedia Presentation, Interacting in groups	10	Aditi Chatterjee
Unit III:	Developing Emotional & Social Skills- Intelligent Quotient, Emotional Quotient, managing stress, Work-Life Balance	10	Aditi Chatterjee
Unit IV:	Developing key traits- Creativity, critical thinking and problem solving, motivation, leadership, persuasion, negotiation	10	Aditi Chatterjee
Unit V:	Desktop Management- Basic techniques to manage computer desktop	10	Aditi Chatterjee
Unit VI:	Office Management- Microsoft Word, Microsoft Excel, Microsoft Power point.	10	Aditi Chatterjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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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 • Diversity of Personal Selling • AIDA theory In selling • Peddlers • Professionalsales person • Peddler VS professional sales person • Industrial sales person 	10	Aditi Chatterjee
Unit III:	<ul style="list-style-type: none"> • Types of Market – □ Consumer and industrial markets □ Characteristics and implications for selling function: • Difference between organisation and consumer behaviour • Organisation buyer behaviour • Factor affecting organization buyer behaviour 	15	Aditi Chatterjee
Unit IV:	<p>Background Knowledge essential to sales person-</p> <ul style="list-style-type: none"> • Knowledge of products • Company and competition • Different stages of personal selling process 	10	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 2023-24****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	Aditi Chatterjee
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	Aditi Chatterjee
Unit III:	<ul style="list-style-type: none">• Branding Decisions:<ul style="list-style-type: none">i) Branding decisionsii) Brand Sponsor decisioniii) Brand name decisioniv) Brand Strategy Namev) Brand Repositioning;• Tips for successful brand management	20	Aditi Chatterjee
	Total No of Lectures	60	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2023-24****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	10	Dipankar Mukherjee
	Evolution of Content Writing	10	Dipankar Mukherjee
	Scope of Content Writing	10	Dipankar Mukherjee
	Types of Content Writing i)Article ii)Blogs iii)Web Content	10	Dipankar Mukherjee
	Tools of Content Writing	10	Dipankar Mukherjee
	Relationship between marketing and content writing (inbound marketing, direct marketing, relationship building and management, brand building)	10	Dipankar Mukherjee
	Total No of Lectures	60	

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Hons. / Major Subject

CC 8 - Sales Force Management-I

Unit	Topic	No of Lectures	Faculty
Unit I:	Importance of sales force and its management and introduction regarding what is sales force and its management.	5	Dipankar Mukherjee
Unit II:	<p>FUNCTIONS OF SALES MANAGERS (Brief)• Planning Functions :</p> <p>a) Setting the sales objective</p> <p>b) Designing the sales programme</p> <p>c) Formulating Policies</p> <p>d) Designing and development of the Sales Organization</p> <p>• Operating Functions :</p> <p>i. Management of sales forces</p> <p>a) Recruitment</p> <p>b) Selection</p> <p>c) Training</p> <p>d) Development</p> <p>e) Control</p> <p>f) Motivation</p> <p>g) Direction</p> <p>h) Control</p> <p>i) Territory Management</p> <p>ii. Establishing working relationship with other Departmental Heads.</p> <p>iii. Establishing Communication System both upward and downward.</p>	10	Dipankar Mukherjee
Unit III:	<p>RECRUITMENT AND SELECTION:</p> <p>Unit IV:</p> <p>• Recruitment</p> <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> <p>•</p> <p>Selection</p> <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:	<p>• Training And Direction</p> <p>i. Need of training</p> <p>ii. Objectives of training</p> <p>iii. Advantages of good training programme</p> <p>iv. Deciding training content</p> <p>v. Selecting training methods</p> <p>vi. Organization for sales training</p> <p>vii. Evaluation of training programme</p> <p>viii. Informal training</p> <p>• Direction</p> <p>i)The essence of sales leadership</p> <p>ii) Sales managers' leadership roles</p>	10	Dipankar Mukherjee
Unit V:	<p>MOTIVATION AND COMPENSATION</p> <p>• Meaning of motivation, Motivation Theories (in brief), Need for motivating the sales force.</p> <p>Motivational techniques e.g.</p> <p>a) Meeting between managers and sales force</p> <p>b) Clarity of job</p> <p>c) Sales targets or quotas</p> <p>d) Sales contest</p> <p>e) Sales- convention and conferences</p> <p>f) Positive affect –praise, feedback, warmth and understanding of personal problems, etc.</p> <p>g) Leadership style of manager</p> <p>h) Freedom to work</p> <p>i) Reward and recognition</p> <p>j) Persuasion</p> <p>k) Financial Incentives, Fringe benefits.</p>	10	Dipankar Mukherjee
Unit VI:	<p>APPRAISAL OF PERFORMANCE</p> <p>• Need for appraisal of performance</p> <p>• 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.</p> <p>• 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.</p>	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	Aditi Chatterjee
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	10	Aditi Chatterjee
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	Aditi Chatterjee
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	Aditi Chatterjee
Unit V:	Legal and Ethical Aspects of Sales Promotion, Public Relations	10	Aditi Chatterjee
Unit VI:	Advertising Regulations Agencies, Advertising Regulations	5	Aditi Chatterjee
	Total No of Lectures	60	

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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. <ul style="list-style-type: none"> • Principles of Graphics Designing • About lettering/fonts and their implications. <ul style="list-style-type: none"> • What a logo is and how to create one. • The basics of two dimensional design including the elements and principles of art. <ul style="list-style-type: none"> • 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 	45	Dipankar Mukherjee
Unit II:	Introduction to Product Photography	15	Dipankar Mukherjee
	Total No of Lectures	60	

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Hons. / Major Subject

CC 11 - Sales Force Management – II

Unit	Topic	No of Lectures	Faculty
Unit I:	<p align="center">SALES FORCE SIZE</p> <ul style="list-style-type: none"> • What is sales force size? • Need for determining size • Models available to aid and assist determination of right – size , Viz marginal Model and sales potential model • Limitations of determining sales force size. 	5	Dipankar Mukherjee
Unit II:	<p align="center">ORGANIZATION OF SALES DEPARTMENT</p> <ul style="list-style-type: none"> • Need for sales organization • Developing a sales organization • Basic types of organization, viz. Line and staff • Geographic product and market based sales organization. 	10	Dipankar Mukherjee
Unit III:	<p align="center">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 opinion method • 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 align="center">Sales Budget</p> <ul style="list-style-type: none"> • Meaning and importance of sales budget • Use of sales budget • Methods of sales budgeting <ul 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 <ul 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 align="center">SALES TERRITORY</p> <ul 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	Aditi Chatterjee
Unit VI:	<p align="center">SALES QUOTA</p> <ul 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	

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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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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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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	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	

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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	Aditi Chatterjee
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	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
	Total No of Lectures	60	

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Hons. / Major Subject

CC 14 - Project

Unit	Topic	No of Lectures	Faculty
	Project	15	Aditi Chatterjee
		Total No of Lectures	15

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2023-24****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	

DEPARTMENT : ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**ACADEMIC CALENDAR 2023-24****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	10	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)	10	Dipankar Mukherjee
	Total No of Lectures	60	