

BBA 512-18 Advertising and Sales Management

Course Objective: The course aims at providing fundamental knowledge and exposure to the students regarding the concepts, trends and practices in the field of advertising and sales management.

Course Outcomes: After completion of the course, the students shall be able to:

CO1: Understand the basic concepts of advertisements & the way these advertisements are created.

CO2: Acquire knowledge about the type of media used and planning/ scheduling of media.

CO3: Understand the ethics to be practiced in advertising.

CO4: Identify the concept and role of Sales management

CO5: Understand the hiring process of sales force management and role of technology in sales.

UNIT I

Advertising: Concept and definition, its role and importance. Advertising as a means of communication, its objectives and different forms of advertisements. Legal Ethical and social Aspects of Advertising. Concept of digital marketing/ communication.

Advertising copy: Creative copy strategies, message structures, Advertising design & layout.

UNIT II

Media planning and Scheduling: Advertising Budget, Advertising Agencies: Overview of an Advertising Agency, Role, Types, Functions and various departments of an Advertising Agency.

Methods to measure effectiveness of advertisements: Pre and Post Testing, Various different aspects of Advertising: Social, Ethical and Legal.

UNIT III

Sales Management: Definition, Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Sales Management Strategies, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies. Personal Selling Process.

UNIT IV

Sales Force: Recruitment and Selection Process for sales force, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information technology in Sales Management.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings:

- Aaker, David A and Myera John G.: *Advertising Management* (Prentice Hall of India)
- Wells W., Burnet J. and Moriarty S. *Advertising: Principles & Practice*, Pearson Education.
- Border, W.H, *Advertising*, John Wiley N.Y.
- Ogilvy D. *Ogilvy on Advertising*, Longman publication
- Chunnawala, *Advertising Management*, Himalya Publishing