

Session 2024-25 (Scheme w.e.f. 2023-24)			
Part – A Introduction			
Subject	Marketing		
Semester	III		
Name of the Course	Advertising & Personal Selling		
Course Code	B23-MKT-301		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	CC-3		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: 1. Understand the nature and importance of advertising. 2. Prepare Ad Copy and media planning. 3. Comprehend the conceptual framework of personal selling. 4. Learn skills to execute various stages of personal selling.		
Credits	Theory	Tutorial	Total
	03	01	04
Contact Hours	03	01	04
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hours	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Advertising: Concept, nature and importance; Advertising and communication; Types of advertising; Advertising management process; Social and economic aspects of advertising; Advertising objectives and budget, AIDA Model.	16	
II	Copy development and testing: Determining advertising message and copy headlines, body, copy logo, illustration, creative styles and advertising appeals; Media planning: Print, broadcasting and other media; Media selection and scheduling; Advertising	16	

	agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests.	
III	Personal selling: Concept, nature, objectives, and importance; Salesmanship: Concept, objectives, importance and types; Types of selling situations and salesperson, qualities of an effective salesperson; Career opportunities in personal selling; Differences among personal selling, salesmanship, and sales force management; Theories of selling; Buyer-seller dyad.	13
IV	Buying motives and their uses in personal selling; Personal selling process: Prospecting: Concept and methods, pre-approach, approach, sales presentation, objection handling, closing the sale, follow-up actions/after sale services; Approaches to personal selling; Sales reports and sales manuals; Role of IT in personal selling; Ethical issues in personal selling.	15
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam:
Theory: 30		
Class Participation	05	70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	
Mid Term Exam	15	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
• Aaker, D.A. and Myers, J.G.- Advertising Management, Prentice Hall, New Delhi. • Batra, R., Myres, J.G. and Aaker, D.A.- Advertising Management, Prentice Hall, New Delhi. • Chunawala, S. A.- Sales Management with Personal selling and salesmanship, Himalaya Publishing house. • Davis, J.J.-Advertising Research, Prentice Hall, New Delhi. • Johnston, M. and Marshall, G.-Churchill/Ford/Walker's Sales Force Management, McGraw Hill, Singapore. • Gupta, C. B.- Personal selling and salesmanship, Scholar Tech Press, MKM Publishers. • Norris, J. S.- Advertising, Prentice Hall, New Delhi. • Stanton, W.J. and Shapiro, R.- Management of A Sales Force, McGraw Hill, Singapore.		