

# **WEST BENGAL STATE UNIVERSITY**



## **Department of Commerce & Management** **DRAFT OF THE SEMESTER-WISE COURSE STRUCTURE**

### **Final Draft Syllabus** **B.A./B.Com. (Hons.) Course** **(in Advertisement & Sales Promotion)**

**UNDER THE CHOICE BASED CREDIT SYSTEM ( CBCS )**  
**Recommended by the University Grants Commission (UGC)**

**[to be implemented from the Academic Session 2018-19]**

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**Three year B.A./B.Com (Hons.) Course  
[in Advertisement & Sales Promotion]  
Semester wise Structure of Syllabus CBCS  
to be effective from the Academic Session 2018-19**

Sem	Core Course (CC)	Ability Enhancement Core Course (AECC)	Skill Enhancement Course (SEC)	Generic Elective (GE)	Discipline Specific Elective (DSE)	Total
I	2	1		1		4
II	2	1		1		4
III	3		1	1		5
IV	3		1	1		5
V	2				2	4
VI	2				2	4
<b>A. Total Courses</b>	<b>14</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>26</b>
<b>B. Credit per course</b>	<b>6</b>	<b>2</b>	<b>2</b>	<b>6</b>	<b>6</b>	
<b>Total Credits (A x B)</b>	<b>84</b>	<b>4</b>	<b>4</b>	<b>24</b>	<b>24</b>	<b>140</b>

**Three year B.A./B.Com (Hons.) Course  
[in Advertisement & Sales Promotion]  
Semester wise Structure of Syllabus CBCS  
to be effective from the Academic Session 2018-19**

**Year 1 : Semester 1**

Code	Paper	Credit	Remarks
ENVSAEC01T	Environmental Studies	2	Ability Enhancement - Compulsory
ASPACOR01T	Marketing Management-I	6	Core Discipline
ASPACOR02T	Advertising - I	6	Core Discipline
	GE-1 [To be selected from other Arts/Commerce Departments]	6	Generic Elective Course
		<b>20</b>	

**Year 1 : Semester 2**

Code	Paper	Credit	Remarks
ENGSAEC01M	English Language and Business Communication	2	Ability Enhancement - Compulsory
ASPACOR03T	Marketing Management-II	6	Core Discipline
ASPACOR04T	Advertising - II	6	Core Discipline
	GE-2 [To be selected from other Arts/Commerce Departments]	6	Generic Elective Course
		<b>20</b>	

**Year 2 : Semester 3**

Code	Paper	Credit	Remarks
ASPACOR05T	Personal Selling & Salesmanship	6	Core Discipline
ASPACOR06T	Sales Promotion	6	Core Discipline
ASPACOR07T	Principles & Practice of Management	6	Discipline Specific Elective
	GE-3 [To be selected from other Arts/Science/Commerce Departments]	6	Generic Elective Course
ASPSSEC01M	Computer Application in Sales and Advertising	2	Skill Enhancement Course
		<b>26</b>	

**Year 2 : Semester 4**

Code	Paper	Credit	Remarks
ASPACOR08T	Sales Force Management-I	6	Core Discipline
ASPACOR09T	Public Relations & Publicity	6	Core Discipline
ASPACOR10T	Legal Aspects of Marketing & Advertising	6	Core Discipline
	GE-4[To be selected from other Arts/Commerce Departments]	6	Generic Elective Course
ASPSSEC02M	Graphics Designing & Product Photography	2	Skill Enhancement Course
		<b>26</b>	

**Year 3 : Semester 5 (any two DSEs are to be taken out of three)**

Code	Paper	Credit	Remarks
ASPGCOR11T	Sales Force Management-II	6	Core Discipline
ASPGCOR12T	Internship	6	Core Discipline
ASPADSE01T	<b>DSE A</b> <b>(Any Two)</b> DSE 1 : Integrated Marketing Communications	6+6	Discipline Specific Elective
ASPADSE02T	DSE 2 : Service Marketing & Rural Marketing		
ASPADSE03T	DSE 3 : Retail Business Management		
		<b>24</b>	

**Year 3 : Semester 6 (any two DSEs are to be taken out of three)**

Code	Paper	Credit	Remarks
ASPGCOR13T	Product and Brand Management	6	Core Discipline
ASPGCOR14T	Research Methods & Project Work	6	Core Discipline
ASPADSE04T	<b>DSE B</b> <b>(Any Two)</b> DSE 4 : Digital Marketing	6+6	Discipline Specific Elective
ASPADSE05T	DSE 5 : Logistics Operation & Supply Chain Management		
ASPADSE06T	DSE 6 : Globalisation and International Marketing		
		<b>24</b>	
<b>Grand Total</b>		<b>140</b>	

**Year 1 : Semester 1**

**MARKETING MANAGEMENT - I**

**Paper 1 : Semester 1**

**Paper Code : ASPACOR01T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**Unit I:** Marketing: Concept, Nature, Functions & Importance; Selling vs. Marketing; Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro & Macro) Marketing Environment; Ethical & Social Responsibilities of Marketing.

**[20 L]\***

**Unit II:** Marketing System - Definition, Objectives; Types of Marketing; Marketing Information System: Definition and Components; Marketing Research: Process & Significance.

**[20 L]**

**Unit III:** Consumer Behaviour & its characteristics, Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India.

**[20 L]**

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

**[30 L]**

**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, Cenage 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 H

**\*L = 1 Hour**

**ADVERTISING - I**

**Paper 2 : Semester 1**

**Paper Code : ASPACOR02T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

Unit	Topic	Details	Hours
1	Introduction	Concept of Advertising, Advertising and Marketing : the relationship and the difference, Role of advertising in	15

		national economy, Functions of Advertising, The Key Players in Advertising, Importance of Advertising in Modern Marketing, Negative role of advertising in national economy, Impact of advertising in national economy, Functions of Advertising Department, Organization of Advertising Department.	
2	Types of Advertising	Commercial and non-commercial advertising, Primary demand and selective demand advertising, Classified and display advertising, Comparative advertising – Concept –advantages –disadvantages, Co-operative advertising –Concept –advantages –disadvantages, Television advertising- Concept –advantages –disadvantages, Radio advertising- Concept –advantages –disadvantages, Print advertising - Concept –advantages –disadvantages, Rational advertising - Concept –advantages –disadvantages, Emotional advertising - Concept –advantages –disadvantages, Rational advertising v/s Emotional advertising, Viral advertising: opportunities and threats.	15
3	Setting of Advertising Objectives	Advertising objective-concept, How to determine advertising objectives, Advertising objectives setting process, Functions of Advertising objectives, Advertising objectives v/s Marketing objectives, Sales as an objective, DAGMAR - advertising model, Globalization and advertising, Peculiarities of marketing global brands, “Think globally, act locally” principle.	15
4	Setting of Advertising Budget	The advertising budget, Factors influencing advertising budget, Economic aspects of advertising, Methods of determining Advertising budget, Affordable Method, Per Unit Method, Percentage Method, Competitive Parity and Task objective method, Advantages and disadvantages of Advertising Budget, Advertising Budget decision rules.	15
5	Advertising Message	Preparing an effective advertising copy, Elements of a print copy, Headlines, illumination, body copy, slogan. logo, seal of approval, Elements of a broadcast copy, Copy for direct mail <b><u>Advertising "gurus": iconic names in the world of advertising.</u></b> Raymond Rubicam - a pioneer of American advertising, Claude Hopkins - sales genius, William Bernbach - copywriter and “King of Pun”, George Gallup - the first sociologist in advertising, David Ogilvy - "advertising as an exact science.", Albert Lasker - "seller of air.", Leo Burnett - "Chicago-style advertising.", Dan Weeden - advertising as an art, John Powers - the father of creativity in advertising, Alex Osborne - brainstorming and CPS (Creative Problem Solving Process)	15
6	Digital Advertising	Defining Digital Advertising: Evolution and Current Statu, Emailers and Search Engine Optimization, Mobile Marketing and Augmented Reality, Emerging Trends, Digital Media Landscape, Digital Advertising Agencies – Structure and Functions, Digital Media	15

		Integration across Advertising, Market Research, Activation etc. Advent of Hybrid Advertising (Online merging with Offline), How mainstream advertising agencies are going Digital and Integration today, Digital Laws –IT Act/ TRAI, Various Case Studies : Successful and Disasters, Brand Presence on Social Media.	
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**Suggested Reading**

- ❖ Batra and Myers, *Advertising Management*, Prentice Hall
- ❖ Sengupta, *Brand Positioning Strategies for Competitive Advantage*, TMH
- ❖ Cundiff, Still and Govoni, *Sales Management*, Prentice Hall
- ❖ Rossiter and Percy, *Advertising and Promotion Management*, MacGraw-Hill
- ❖ Sundage, Fryburger and Rotzoll, *Advertising Theory and Practice*, AITBS
- ❖ Belch and Belch, *Advertising and Promotion*, TMH
- ❖ Kayni and Batra, *Advertising & Sales Promotion*, Excel Books

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**Year 1 : Semester 2**

**MARKETING MANAGEMENT – II**

**Paper 1 : Semester 2**

**Paper Code : ASPACOR03T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**Unit- I:** Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance & Factors Determining Marketing Mix; 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. **[20 L]\***

**Unit II:** Pricing: Concept, Objectives & Factors Affecting Price of a Product, Pricing Policies and Strategies, Types of Pricing Decisions, Pricing Methods. **[10 L]**

**Unit III:** Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels. **[20 L]**

**Unit IV:** Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors affecting Promotion Mix, Emerging Trends in marketing. **[20 L]**

**Unit V:** Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies. **[20 L]**

**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, Cenage Learning
- ❖ Mcdenial, Lamb, Hair “Principles Of Marketing 2008” Cenage 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.

**\*L = 1 Hour**

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**ADVERTISING – II**

**Paper 2 : Semester 2**

**Paper Code : ASPACOR04T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**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, **[10 L]\***

**Unit II:** Importance of Media Research in planning; Sources of media research • Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessmen’s readership survey • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listenership survey. **[15 L]**

**Unit III:** Selecting suitable media options- TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media. **[10 L]**

**Unit IV:** Criterion for selecting media vehicles: Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print). **[10 L]**

**Unit V:** Media Timing- Flight, Pulsing, Scheduling; Scheduling and budget allocation. **[05 L]**

**Unit VI:** Evaluation of Advertising Effectiveness • Importance And Difficulties • Methods Of Measuring Advertising Effectiveness i) According To Time ( Pre And Post Testing) ii) According To Objective (Communication And Sales) iii) According to technique (experiment And Survey) • Pre-testing Method i) Measuring Consumer Awareness ii) Direct Mail Test iii) Mechanical Method iv) Psychological Scoring Method v) Sales

Experiment • Post- testing Method i)Recognition Method ii)Recall Test iii)Attitude Change Rating iv) Sales Test v)Enquiry Test **[10 L]**

Unit VII: Advertising Agency • Their role and importance in Advertising • Broad Functions i. As consultant to clients ---Formulation of Advertising Campaigns ii. Placing of Advertising • Reasons for having advertising Campaigns • Advertising Agencies i. Organization Pattern – Organization structure, Function ii. Definition Of Different Departments- Plan Board , Creative Services, Marketing Services , Account Management , Finance • Range Of Other Services offered • Selection Of Advertising Agency i. Factors Considered ii. Steps in Selection • Agency Commission and Fee. **{20 L}**

**Unit VIII: • Advertising Department, Its Function and Organization.**

**[10 L]**

**Suggested Readings**

- ❖ Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
- ❖ James R Adams, Media Planning-Business books 1977
- ❖ Advanced M.P.-John R Rossister, Kluoer Academic publications 1998
- ❖ Advertising M.P. , Jack Z Sissors, McGraw Hill 6th Edition
- ❖ Promotion- Stanley
- ❖ Advertising And Sales Promotion - S H Kazmi, Satish K Batra
- ❖ Advertising Management 5/E 5th Edition (English, Paperback, David A. Aaker, John G. Myers, Rajeev Batra)
- ❖ Advertising Management: Concepts and Cases Manendra Mohan, Tata McGraw-Hill Education.

**\*L = 1 Hour**

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**Year 2 : Semester 3**

**PERSONAL SELLING AND SALESMANSHIP**

**Paper 1 : Semester 3**

**Paper Code : ASPACOR05T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**Unit-1 : Personal Selling – An Overview**

**(15 L)\***

Nature and importance of personal selling; myths of selling, difference between personal selling, salesmanship and sales management, characteristics of a good salesman, functions of a salesperson, qualities of an effective sales person, types of selling situations, types of salespersons, career opportunities in selling, measures for making selling an attractive career.

**Unit-2 : Buying Motives – Different Theories**

**(15 L)**

Buying motives and their uses in personal selling, concept of motivation, dynamic nature of motivation, Maslow's Need Hierarchy Theory, AIDAS Theory of Selling, right set of circumstances theory, buying formula theory.

**Unit-3 : The Selling Process**

**(25 L)**

The selling process; Preapproach-acquiring product knowledge, competition and market knowledge; Identifying and qualifying prospects-sources of prospecting, conditions for qualification, Opening a sale – methods of approaching; Sales presentation – strategies and methods; Sales demonstration – planning effective demonstration, use of sales tools, Handling objections – types of objections, determining hidden objections, strategies for handling objections, Closing a sale-trial close, closing techniques, Follow up.

**Unit-4: Different Sales Documents (15 L)**

Sales Reports; reports and documents; sales manual; Order Book, Cash Memo, Tour Diary, Daily and Periodical Reports, Ethical aspects of Selling.

**Unit-5: Sales Management (20 L)**

Objective of sales management, role of a sales manager; managing sales force – recruitment, selection, training, compensation and evaluation of sales force, Sales Territory Coverages; Concept, reasons for establishing sales territories, procedures for setting up sales territories.

**Suggested Readings**

- ❖ Spiro, Stanton, Rich, Management of the Sales Force, McGraw Hill.
- ❖ Rusell, F.A. Beach and Richard H. Buskirk, Selling; Principles and Practices, McGraw Hill.
- ❖ Futrell, Charles, Sales Management; Behaviour, Practices and Cases, The Dryden Press.
- ❖ Still, Richard R., Edward W. Cundiff and Norman A.P. Govoni, Sales Management, Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.

**\*L = 1 Hour**

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**SALES PROMOTION**

**Paper 2 : Semester 3**

**Paper Code : ASPACOR06T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

Unit	Topic	Details	Hours
1	Nature and Importance of Sales Promotion	Definition, Strength and limitations, Objectives, Sales Promotion Budget, Role in marketing.	10
2	Forms of Sales Promotion	Consumer Oriented, Trade Oriented, Sales Force Oriented	10
3	Major Tools of Sales Promotion	Samples, Point of purchase, Display and Demonstration, Exhibition and Fashion Shows, Sales contest and games of chance and skill: lotteries, gift offers, premium and free goods, rebates, patronage, rewards	15
4	Conventions, conference & trade shows, specialties and novelties		5
5	Developing sales promotional programme, pre- testing implementing, evaluation of results and making necessary modifications		10

Unit	Topic	Details	Hour
6	Sales Promotion and Consumer Behaviour	Classical Conditioning, Instrumental Conditioning, Attribution and Dissonance Theories, Consumers' Price Perceptions, Perceived Risk and Attitudes, Deal Proneness, The Consumer Decision Making, How Promotions affect Sales.	20
7	Sales Promotion Design Issues, Planning Guidelines	Promotion Choice, Product choice, Choice of Market Areas, Promotion Timing, Duration and Frequency, Rate of Discount, Terms and Conditions, Protection from Competition, Sales Promotion Planning Guidelines, Characteristics of Successful Sales Promotions.	15
8	Ethical and legal aspects of sales promotion		5

**Suggested Readings**

- ❖ Sarangi S.K, Advertising & Sales Promotion, Asian Books Pvt. Ltd.
- ❖ Allen H. Center, Public Relation Practices: Managerial case Studies and Problems, Pearson
- ❖ Roddy Mullin, Sales Promotion,
- ❖ S.A. Chunawalla, Advertising and Sales Promotion Management, Himalaya Publishing House
- ❖ Kazmi & Batra, Advertising and Sales Promotion, Excel Books

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**PRINCIPLES AND PRACTICE OF MANAGEMENT**

**Paper 3 : Semester 3**

**Paper Code : ASPACOR07T**

**Full Marks: 75**

**[Internal assessment – 25 Marks; Semester-end Examination – 50 Marks]**

**Total Credits : 6 [90 Hours]**

**TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]**

**Unit 1. Introduction**

**[20 L]\***

Management - Concept, Importance, Functions; Management as profession; Management as Science and Art, Universality of management; Levels of management; Managerial tasks and skills. Different Schools of Management Thought: Classical School--- Contributions of Taylor and Fayol; Neo-classical School---Human Relations approach and Behavioural Science approach.

**Unit 2. Planning**

**[10 L]**

Concept, Importance, Types, Steps, Barriers to effective planning and remedial measures; Strategic Planning--Concept; Forecasting---Concept, Techniques

**Unit 3. Organizing**

**[20 L]**

Concept, Importance, Principles, Departmentation – Need, Basis, Principles; Delegation of Authority--- Elements, Steps, Barriers; Centralization and Decentralization of Authority; Span of Management -Concept and determining factors.

**Unit 4: Directing and Staffing**

**[20 L]**

Concept of directing, Importance of directing, Leadership: Concepts, Importance, Types, Leadership Traits, Tannenbaum & Schmidt's Model, Blake & Mouton Model, Staffing: Concept & importance

**Unit 5. Motivation, Co-ordination and Control [20 L]**

Motivation: Concepts, Importance, McGregor, Maslow and Herzberg theory of motivation, Co-ordination & Control: Concepts, Significance, Principles, Techniques, Steps, Control: Concepts, Importance and tools

**Suggested Readings**

- ❖ Koontz and Weirich, Essentials of Management, Tata McGraw Hill, New Delhi.
- ❖ Drucker, P F, Management Challenges for the 21st Century, Butterworth, Oxford.
- ❖ Luthans, F, Organizational Behavior, McGraw Hill, New York.
- ❖ Allen, L A, Management and Organisation, Tokyo.
- ❖ Stoner and Freeman, Management, PHI, New Delhi.
- ❖ Griffin, R W, Management, Houghtan Mifflin, Boston.
- ❖ Tripathy, P C, Reddy, P N, Principles of Management, Tata McGraw Hill, New Delhi.
- ❖ Ravichandran, K, Nakkiran, S, Principles of Management, Avinash Paperbacks, Delhi.
- ❖ Jwalkar, Ghanekar & Bhivpathaki, Principles & Practice of Management, Everest Publishing House.

\* L = 1 Hour.

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**COMPUTER APPLICATION IN SALES AND ADVERTISING**

**Paper 4 : Semester 3**

**Paper Code : ASPSSEC01M**

**Full Marks: 25**

**Internal Assessment: 15 marks**

**Semester-end Examinations: 10 marks**

**Credits: 2 [30 Hours]**

**TOTAL CLASSES: 45 [LECTURE CLASS 15 & PRACTICAL CLASS 30]**

Unit	Topic	Details	Hours
1	Visualization	Concept and Meaning, Use of Photography, Packaging Visual, Practical	6
2	Lay out Preparation	Principles of Design, Balance, Proportion, Contrast, Eye- Movement, Harmony, Use of Typography, Practical—Layout Making	8
3	Thumbnail Layout	Concept and Meaning, Measurement, Classification, Practical—Layout Making	15
4	Element of Graphic Design	Point, Lines, Planes, Texture, Mass, Sign and Symbol, Practical—Advertise Making	16

**Suggested Readings**

- ❖ Alan Swann, Creating Dynamic Roughs, North Light Books
- ❖ Dr. Sarojit Dutta, Advertising Today, Profile Publishers
- ❖ Kazmi and Batra, Advertising & Sales Promotion, Excel Book
- ❖ S.A. Chunawala & K. C. Sethia, Foundations of advertising: theory and practice, Himalaya Publishing House.
- ❖ Frank Jenkins, Advertising, Pearson Education

**Year 2 : Semester 4**

**SALES FORCE MANAGEMENT - I**

**Paper 1 : Semester 4**

**Paper Code : ASPACOR08T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

Unit	Detailed	Hours
1.	<b>CONCEPT, IMPORTANCE OF SALES FORCE MANAGEMENT</b> Introduction to sales force and its management, The Field of Sales Force Management, Importance of Sales Force, Sales Force Organization, Advantages and disadvantages of Sales Force	8
2.	<b>FUNCTIONS OF SALES FORCE</b> <b>A. Planning of functions</b> Setting the sales objective, Designing the sales program, Formulating policies, Designing and developing the sales organization, Participating in the marketing planning function. <b>B. Operating functions</b> <b>I. Managerial Functions of sales force</b> Recruitment, Selection, Training, Development, Compensation, Motivation, Direction, Control, Territory management. <b>II. Establishing working relationship with other departmental heads</b> <b>III. Establishing communication systems - both upward and downward</b> <b>IV. Establishing relationship and distributive network</b>	5            10
3.	<b>RECRUITMENT &amp; SELECTION</b> <b>A. Recruitment</b> Definition, Recruitment sources - advertisement, Employment agencies, educational institutions, Salesmen of non-competitor companies, Salesmen of competing companies, Internal transfer, Profiling and Recruiting Salespeople, Recommendations of present salesmen <b>B. Selection</b> Definition, Importance and need for selection, Selection policy decision, Selection tools, Difficulties to be Encountered in selecting the right personnel, Different types of Interview, Hiring of Salespeople.	5            5
4.	<b>TRAINING &amp; DIRECTIONS</b> <b>A. Training</b> Need of training, Objectives of training, Advantages of good training, Deciding training content, Selecting training methods, Organization for sales training, Evaluation of training program, Informal training	5

	<b>B. Direction</b> Essence of sales leadership, Sales Manager's leadership roles, - Individual leadership skills	5
5.	<b>SALES FORCE SIZE</b> Definition, Need for determining size, Models available to aid or assist in determination of right size. viz. marginal model and sales potential model, Limitations of determining sales force size.	8
6.	<b>SALES CONTROL &amp; MARKET ANALYSIS</b> <b>A. Sales control</b> Nature, Objectives, Process, Difficulties <b>B. Market analysis</b> Past trend sales and trend method, Market test method, Market factor analysis	4  8
7.	<b>APPRAISAL OF PERFORMANCE</b> Need for appraisal of performance, 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, 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	12
8.	<b>FORECASTING AND BUDGETING</b> <b>A. Sales Forecasting</b> Definition, Importance, Factors governing sales forecast (brief), Limitations <b>B. Methods of Forecasting</b> Composite sales force opinion method, Executive opinion method, User's expectation method, Expert's opinion method <b>C. Why is it not possible to get accurate forecasting for next year sales?</b>	5  7  3
	<b>Total Hours</b> (Lectures: Tutorial = 5:1)	90

**Suggested readings:**

- ❖ Management of a Sales Force, 12th Edition, by Spiro, Stanton, and Rich; McGraw-Hill Irwin Publisher (2008)
- ❖ Sales Management, by Cundiff, Still & Govoni; PHI, New Delhi.
- ❖ Principles of Management, Kotler; Pearson Edition.
- ❖ Marketing Management, Saxena; Tata McGraw Hill.
- ❖ Selling and Sales Management, Tata McGraw Hill.

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**PUBLIC RELATIONS AND PUBLICITY**

**Paper 2 : Semester 4**

**Paper Code : ASPACOR09T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**Unit I:** Public relations (PR): Meaning; features, growing importance, role in marketing. **[10 L]\***

**Unit II:** Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools. **[30 L]**

**Unit III:** Public Relations Strategies, Marketing Public Relations, Major Decisions in Marketing PR **[20 L]**

**Unit IV:** Publicity: Meaning, Goals, Importance, The Power of Publicity, The Control and Dissemination of Publicity, Advantages and Disadvantages of Publicity, Measuring the Effectiveness of Publicity, PR Vs Publicity **[30 L]**

**Suggested Readings**

- ❖ Publicity and Public Relations (Barron's Business Library) Paperback – Bargain Price, January, 2001 by Dorothy I. Doty (Author), Marilyn Pincus (Author)
- ❖ Public Relation Today (In the Indian Context)- Subir Ghosh (Rupa & Co.)
- ❖ Public Relations- Moore & Kalupa (Surjeet Publications)
- ❖ Spinglish: The Definitive Dictionary of Deliberately Deceptive Language by Henry Beard
- ❖ The PR Masterclass: How to Develop a Public Relations Strategy that Works! by Alex Sing
- ❖ A Framework for Marketing Management- Philip Kotler and Kevin Lane Keller (Pearson)
- ❖ Advertising and Promotion: An IMC Perspective-Belch, Belch and Purani (McGrawhill)

**\*L = 1 Hour**

**LEGAL ASPECTS OF MARKETING & ADVERTISING**

**Paper 3 : Semester 4**

**Paper Code : ASPACOR10T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**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. **[20 L]\***

**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. **[30 L]**

**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. **[20 L]**

**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. **[10 L]**

**Unit V**

Legal and Ethical Aspects of Sales Promotion, Public Relations **[05 L]**

**Unit VI**

Advertising Regulations Agencies, Advertising Regulations **[05 L]**

**Suggested readings**

- ❖ Datey V.S. "Student guide to Economic laws" 2010 Taxman publication
- ❖ Agnihotri Anurag & Mohanty Pratap "Economic Regulations of Domestic and Foreign Exchange Markets-Recent policy changes and Problems" Bookage Publications, New Delhi
- ❖ Promotion by Stanley.

\*L = 1 Hour

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**GRAPHICS DESIGNING & PRODUCT PHOTOGRAPHY**

**Paper 4 : Semester 4**

**Paper Code : ASPSSEC02M**

**Full Marks: 25**

**Internal Assessment: 15 marks**

**Semester-end Examinations: 10 marks**

**Credits: 2 [30 Hours]**

**TOTAL CLASSES: 45 [LECTURE CLASS 15 & PRACTICAL CLASS 30]**

**Unit I: Graphics Designing**

**[15 L]\***

The history of graphic design, What a layout is and how to create an effective one, About lettering/fonts and their implications, What a logo is and how to create one, The basics of two dimensional design including the elements and principles of art, About colour theory and its implications in Graphic Design, How to use art criticism effectively, About Graphic Design as a career, To improve their design skills and techniques using a variety of tools.

**Unit II: Introduction to Product Photography**

**[30 L]**

**Suggested Readings**

- ❖ How to be a Graphic Designer, Without Losing Your Soul by Adrian Shaughnessy
- ❖ Thinking With Type by Ellen Lupton
- ❖ Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
- ❖ Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara
- ❖ Elements of Graphic Design by Alex White
- ❖ Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips
- ❖ Graphic Design, Referenced by Armin Vit, Bryony Gomez-Palacio

\*L = 1 Hour

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**Year 3 : Semester 5**

**SALES FORCE MANAGEMENT - II**

**Paper 1 : Semester 5**

**Paper Code : ASPACOR11T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**Unit I: Sales Force Size**

**[15 L]\***

• 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.

**Unit II: Organisation of Sales Department**

**[15 L]**

• Need for sales organization • Developing a sales organization • Basic types of organization, viz. Line and staff • Geographic product and market based sales organization.

**Unit III: Sales Planning and Control**

**[20 L]**

A. Nature and importance of sales planning

B. Sales control

• Nature • Objectives • Process • Difficulties

C. Market analysis

D. Sales Forecasting

□ Definition □ Importance □ Factors governing sales forecasting □ Limitations.

E. Methods of forecasting

• 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

**Unit IV: Sales Budget**

**[15 L]**

• Meaning and importance of sales budget • Use of sales budget • Methods of sales budgeting i. Rules of thumb ii. Competitive parity method iii. Objective and task method

iv. Zero based budgeting • Preparation of sales budget i) Review and analysis of marketing environment ii) Overall objectives iii) Preliminary plan for allocation of resources • Budget implementation: establishment of feedback mechanism.

**Unit V: Sales Territory [15 L]**

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

**Unit VI: Sales Quota [10 L]**

i. Meaning and importance of sales quota ii. Objectives iii. Types iv. Advantages and disadvantages v. Administration vi. Uses

**Suggested Readings**

- ❖ High-Profit Selling: Win the Sale Without Compromising on Price by Mark Hunter
- ❖ Personal Selling & Salesmanship by Still & Cundiff
- ❖ The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales by Trish Bertuzzi
- ❖ Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers by Jill Konrath
- ❖ Jill Rowley on #SocialSelling: 140 Tweets on Modern Selling the Social Way by Jill Rowley
- ❖ The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results by Brent Adamson, Matthew Dixon, Pat Spanner, and Nick Tolman
- ❖ Cracking the Sales Management Code by Jason Jordan
- ❖ Solve for the Customer: Using Customer Science to Build Stronger Relationships and Improve Business Results by Denis Pombriant
- ❖ Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy by R "Ray" Wang
- ❖ CRM at the Speed of Light by Paul Greenberg
- ❖ Sales Management: Concepts, Practices and Cases- Johnson, Kurtz, Scheuing, McGraw Hill Inc.
- ❖ Sales Management : Still, Cundiff, Govoni

**\*L = 1 Hour**

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**INTERNSHIP**

**Paper 2 : Semester 5**

**Paper Code : ASPACOR12T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

(Internal Assessment 15 Marks + Report 40 Marks + Viva 20 Marks )

Each student of the Course shall undergo Practical Internship of four weeks during the fifth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit two copies of training report duly endorsed by the organisation. The internship report

will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

The Head of the organisation imparting training shall furnish a confidential report regarding attendance and an assessment of the performance of every student duly endorsed by the guide from the organisation to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

**Report Content**

- ❖ History & Structure of the Organisation
- ❖ Broad functions of the organisations
- ❖ Functions of different departments of the organisation
- ❖ Interdepartmental relationship
- ❖ Functions of the departments worked in
- ❖ Job Description in details
- ❖ Practical Gains from the training
- ❖ Realisation
- ❖ Conclusion.

**\*L = 1 Hour**

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**DISCIPLINE SPECIFIC ELECTIVE COURSES**

**INTEGRATED MARKETING COMMUNICATIONS**

**Paper DSE 1 : Semester 5**

**Discipline Specific Course**

**Paper Code : ASPADSE01T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

<b>Unit I:</b> Role of IMC in Marketing Process, Communication process; Effectiveness of Marketing Communications.	<b>[20 L]*</b>
<b>Unit II:</b> Steps involved in developing IMC Programme	<b>[20 L]</b>
<b>Unit III:</b> Marketing Communications in various stages of Product Life Cycle.	<b>[20 L]</b>
<b>Unit IV:</b>	<b>[30 L]</b>

Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication.

**Suggested Readings**

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Integrated Marketing Communications: A Primer By Philip J. Kitchen; Patrick De Pelsmacker
- Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries By Larissa A. Grunig; James E. Grunig; David M. Dozier
- Service Management and Marketing: Customer Management in Service Competition By Christian Grönroos.

**\*L = 1 Hour**

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**SERVICE MARKETING & RURAL MARKETING**

**Paper DSE 2 : Semester 5**

**Discipline Specific Course**

**Paper Code : ASPADSE02T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

(Internal Assessment 15 Marks + Report 40 Marks + Viva 20 Marks )

**Unit I:** Service Marketing- Introduction: Concept of Services, nature, characteristics, reasons for growth, Indian scenario, and differentiation of services. **[20 L]**

**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. **[20 L]**

**Unit III:** Service Marketing in organizations:- • Travel & Tourism • Health Care • Financial Services • Educational Services • Information Technology & Communication Services. **[10 L]**

**Unit IV:** 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. **[20 L]**

**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. [10 L]

**Unit VII:** Financial Institutions in Rural Market: NABARD, State Co-operative Banks, Commercial Bank, Kisan Credit Card Scheme. [10 L]

**Suggested Readings**

- Christopher H. L, Service Marketing, Prentice Hall
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Management by Philip Kotler, 8th Edition
- Payne A, The Essence of Service Marketing, Prentice Hall
- Rampal Gupta, Service Marketing, Galgotia Publishing
- Gopalaswamy, Rural Marketing, Wheeler Publishers, New Delhi
- Rajagopal, Organising Rural Business, Sage Publishers.

**\*L = 1 Hour**

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**RETAIL BUSINESS MANAGEMENT**

**Paper DSE 3 : Semester 5**

**Discipline Specific Course**

**Paper Code : ASPADSE03T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**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. [20 L]\*

**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. [20 L]

**Unit III:** Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising. [10 L]

**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. [20 L]

**Unit V:**  
Manufacturer Distributor Network Relationship.

**Suggested Readings**

- Ramaswamy VS, Namakumari “Marketing Management” Macmillan
- Marketing Management by Philip Kotler, 8th Edition
- Gibson & Vedamani “Retail Management” Jayco Books
- Bajaj , Tuli, & Srivastava “Retail Management” Oxford University Press
- Berman Barry & Evance J.R “Retail Management” Prentice Hall India
- Jain J.N.& Singh P.P “ Modern Retail Management – Principal And Techniques ” Regal Publications
- Madan K.V.S “ Fundamental S Of Retailing” Mcgraw-Hill
- Swapna Pradhan “Retailing Management- Text And Cases” Tata Mcgraw-Hill, Peelen Ed “Customer
- Relationship management 2009” Pearson Education
- Gilbert D “Retail Management” Pearson Education
- George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
- Barry Berman, Joel R Evans- Retail Management; A Strategic Approach
- Sales Management by Still, Cundiff, Govoni.

**Year 3 : Semester 6**

**PRODUCT AND BRAND MANAGEMENT**

**Paper 1 : Semester 6**

**Generic Elective Course**

**Subject Code : ASPACOR13T**

**Total No. of Credits - 06**

**Full Marks 75**

**[Internal Assessment: 25 Marks Semester-End Examination: 50 Marks]**

**TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]**

Unit	Topic	Details	Hours
1	Product	Concept, Features, Levels of product, Importance, Classification, Product mix, PLC- concept & strategies, Product-line related policies & strategies, Product differentiation.	15
2	New Product Development	Concept & definition, New product- definition, Role of new product development, Stages & factors affecting new product development, New product failure, New product adoption process & diffusion process	15
3	Packaging	Concept. Role and importance, Function, strategies, Difference between packing & packaging, Essential features of a good packaging, Packing lists, Packing notes, Labeling, Legal aspects of packaging.	20
4	Branding	Concept, Types, Advantages and disadvantages, Brand name, Brand mark, Trade mark, Selecting the brand name, Difference between packaging and branding, Branding strategies, Brand personality, Brand equity, Brand extension, Brand rejuvenation, Brand loyalty.	30
5	Positioning	Concept, Product positioning, Brand positioning, Repositioning.	10

**Suggested Readings**

- ❖ Marketing Management- Philip Kotler, Prentice Hall, New Delhi.

- ❖ Product management in India- Ramanuj Majumdar, Prentice Hall, New Delhi.
- ❖ Marketing Management- Ramaswamy & Namakumari, Mcmillian India, New Delhi
- ❖ Fundamentals of Marketing - Stanton, Etzel & Walker, McGraw-Hill, New York.

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**RESEARCH METHODS & PROJECT WORK**

**Paper 2 : Semester 6**

**Subject Code : ASPACOR14T**

**Total No. of Credits - 6**

**Full Marks 75**

**[Internal Assessment: 25 Marks Semester-End Examination: 50 Marks]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**Module – 1 : Research Methodology (3 credits)**

**Unit I: Introduction to Research Methodology, Research Process and Design:**

Definition, Meaning, Objectives and Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non scientific methods, Research Methods & Research Methodology , Research Problem formulation and statement of research objectives – definition, selection of the Problem– techniques involved; Meaning, need, features of Research Design. **[07 L]\***

**Unit II: Sampling Design & Measurement Scales :** Some Fundamental Definitions and Need for Sampling, Different types of sampling, Basic concepts of statistic, parameter, Standard Error, Important Sampling Distributions. Concept, meaning and definition of measurement and scaling. Types of data and measurement scales- nominal, ordinal, interval and ratio. Concept of reliability and validity – Basic Concepts. **[15 L]**

**Unit IV: Methods of Data Collection and Data Analytics – Basic Concept :** Concept of Primary data and secondary data. Methods of Collection of Primary Data. Questionnaire Design. Concept of Null hypothesis, alternative hypothesis, Type-I error, Type-II error, level of significance and power of a test. Parametric tests (considering univariate single/two /three population set up) --- z -test, t- test, F- test . Nonparametric tests -  $\chi^2$  test. **[16 L]**

**Unit IV : Interpretation and Report Writing :** Interpretation – Meaning, techniques, precaution, significance of Report Writing, Steps in Writing Report, Layout and Types of the Research Report, Oral Presentation, Precautions, Procedure of writing Bibliography, Use of Computer & Computer Technology. **[07 L]**

**Module – 2: Project Work (3 credits)**

Each of the students has to undertake a project individually under the supervision of a teacher of the concerned college and to submit the same following the guidelines stated below.

- Language of the Project Report and Viva-Voce Examination must be in English. It must be typed and spirally bounded.



- Failure to submit the Project Report or failure to appear at the Viva-Voce Examination shall be treated as “absent” in the examination. In such case, he / she can submit the Project Report and appear at the Viva-Voce Examination in the subsequent year(s) (within the time period as per University rules).
- No marks will be allotted on the Project report unless a candidate appears at the Viva-Voce Examination. Similarly, no marks will be allotted to Viva-Voce Examination unless a candidate submits his / her Project report.
- Evaluation of the Project Work to be done jointly by one internal expert and one external expert with equal weightage, i.e., average of the marks awarded by the internal and external experts will be allotted to the candidate.
- The project report should be restricted to 2,500 words.
- **Components of the Project Report**
  - Cover page:** This should contain the title of the project proposed, to whom it is submitted, for which degree, name of the author, name of the supervisor, year of submission, name of university.
  - Acknowledgement:** Various organizations & individuals who might have provided assistance / co- operation during the process of carrying out the study.
  - Documents to be attached with the Final Project Report:**
    1. Approval letter from the supervisor ( As per Annexure 1 )
    2. Student’s declaration (As per Annexure 2)
    3. Certificate from the competent authority of the organization/ institution, if the student undertakes the project work in any organization / institution.
- **Body of the Report:** The body of the report should have these four logical divisions:
  - Introduction:** this will cover the background, rationale / need / justification, brief review of literature, objective, methodology ( the area of the study, sample, type of study, tools for data collection, and method of analysis), and Chapter Planning.
  - Conceptual Framework/ National/ International scenario** (relating to the topic of the Project).
  - Presentation of Data, Analysis & Findings** (using the tools and techniques mentioned in the methodology).
  - Conclusion, limitations and Recommendations:** In this section, the concluding observations based on the main findings, limitations of the study and suggestions are to be provided.
  - Bibliography and References:** This section will include the list of books and articles which have been used in the project work, and in writing a project report.
  - Annexure:** Questionnaires (if any), relevant report etc.
- **No. of copies to be prepared:** Three (3) copies of the Project Report are to be prepared – one for the student and other two for submission.]

**Annexure-1**  
**Supervisor’s Certificate**

*This is to certify that Mr. / Ms .....a student of B.Com(Hons.) in Advertising & Sales Promotion of.....(College) under the West Bengal State University, Barasat, has worked under my supervision and guidance for his / her Project Work and prepared a Project Report with the title*

.....  
.....  
.....  
*His / her work is genuine and original to the best of my knowledge.*

<i>Place :</i>	<i>Signature</i>
<i>Date :</i>	<i>Name:</i>
	<i>Designation:</i>

**Annexure-2**  
**Student's Declaration**

*I hereby declare that the Project Work with the title (in block letters)*  
.....  
.....  
*..... submitted by me for the partial fulfillment of the degree of B.Com (Hons.) in Advertising & Sales Promotion ..... under the West Bengal State University, Barasat, is my original work and has not been submitted earlier to any other University / Institution for the fulfillment of the requirement for any course of study.*  
*I also declare that no chapter of this manuscript in whole or part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report are duly acknowledged providing details of such literature in references.*

	<i>Signature</i>
	<i>Name:</i>
	<i>Address:</i>
<i>Place:</i>	<i>Registration No.</i>
<i>Date:</i>	<i>Roll No.</i>

..... *Cover Page / Title page*.....  
*Project Report*  
***(Submitted for the Degree of B.Com (Hons.) in Advertising & Sales Promotion***  
.....  
***at ..... (College) under West Bengal State University)***

***Title of the Project***  
***XXXXXXXXXXXXXXXXXXXXXXXXXXXX***  
***.....(Month & Year of Submission).....***

**Submitted by**

..... (Name of the Candidate) .....

Registration No. : .....

Roll No. : .....

**Supervised by**

..... (Name of the Supervisor) .....

.....(Designation) .....

.....(Name of the College).....

.....

**Suggested Readings**

- ❖ Krishnaswamy, K.N., Sivkumar, K.I., Mathirajan, M., Management Research Methodology, Pearson Education.
- ❖ Cooper, Donald R., Schindler Pomde S., Business Research Methods, Tata McGraw Hill.
- ❖ Kulkarni, M.V., Research Methodology, Everest Publishing House.
- ❖ Kothari, C.R., Research Methodology – Methods & Techniques, New Age Intl.
- ❖ Ahuja, Ram., Research Methods, Rawat Publications.
- ❖ Russell, Ackoff, L., the Design of Social Research, University of Chicago Press.
- ❖ Wilkinson, T.S. and Bhandarkar, P.L., Methodology and Techniques of Social Research, Himalaya Publishing House.
- ❖ Goon, A.M. Gupta, M.K. and Dasgupta, B., Fundamentals of Statistics, The World Press.
- ❖ Johnson, Richard A., Wicherness, Dean W., Applied Multivariate Statistical Analysis, Pearson Education.
- ❖ Bennet, R: *Management Research*, ILO, Geneva
- ❖ Fowler, Floyd J. Jr., *Survey Methods*, Sage Publication, New Delhi
- ❖ Fox, J.A. and P.E. Tracy: *Randomized Response: A Methods of Sensitive Surveys*, Sage Publication, New Delhi
- ❖ Gupta, S.P. *Statistical Methods*, Sultan Chand, New Delhi.
- ❖ Golden, Biddle, Koren and Karen D. Locke, *Composing Qualitative Research*, Sage Publication, New Delhi.

\* L = 1 Hour.

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**DISCIPLINE SPECIFIC ELECTIVE COURSES**

**DIGITAL MARKETING**

**Paper DSE 4 : Semester 6**

**Discipline Specific Course**

**Paper Code : ASPADSE04T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**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.

**[30 L]\***

**Unit II:** Channels; Multi-channel communications, Advantages and limitations.

**[15 L]**

**Unit III:** Digital Marketing Strategy, Planning, Stages of planning - Opportunity, Strategy, Action.

**[15 L]**

**Unit IV:** Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd sourcing), 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 L]**

**Suggested Readings**

- ❖ Ryan, Damian; Jones, Calvin (2009), Understanding digital marketing: marketing strategies for engaging the digital generation, Kogan Page
- ❖ Carter, Ben; Brooks, Gregory; Catalano, Frank; Smith, Bud (2007), Digital Marketing for Dummies, John Wiley & Sons
- ❖ Ramaswamy VS, Namakumari "Marketing Management" 4th Macmillan.

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**LOGISTICS OPERATIONS & SUPPLY CHAIN MANAGEMENT**

**Paper DSE 5 : Semester 6**

**Discipline Specific Course**

**Paper Code : ASPADSE05T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**Unit I:** Concept; Origin of the term, definition, Functions, Importance. **[10 L]\***

**Unit II:** Historical Developments **[10 L]**

**Unit III:** Business Process Integration **[15 L]**

**Unit IV:** Concept of Supply Chain Network **[15 L]**

**Unit V:** Components of Supply Chain Management, Reverse Supply Chain. **[10 L]**

**Unit VI:** Global Application [10 L]

**Unit VII:** Skills, Competencies, Roles and Responsibilities of SCM professionals [10 L]

**Unit VIII:** Logistics and SCM [10 L]

**Suggested Readings**

- Essentials of Supply Chain Management by Micheal Hugos
- Logistics and Supply Chain Management by Martin Christopher
- Supply Chain Management: Strategy, Planning and Operations by Sunil Chopra
- Productions and Operations Management by P. Chari

\* L = 1 Hour.

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**GLOBALISATION AND INTERNATIONAL MARKETING**

**Paper DSE 6 : Semester 6**

**Discipline Specific Course**

**Paper Code : ASPADSE06T**

**Full Marks: 75**

**Internal Assessment: 25 marks**

**Semester-end Examinations: 50 marks**

**Credits: 6 [90 Hours]**

**TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]**

**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). [20 L]\*

**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. [20 L]

**Unit III: Scanning International Marketing Environment:** Economic, Financial, Political, Technological, Legal and Cultural. Entering International Markets: Concepts, Modes and Factors. [20 L]

**Unit IV: International Trade Organization:** WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies. [15 L]

**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. [15 L]

**Suggested readings**

- ❖ Kotabe M, Helsen K. "Global Marketing Management" Wiley, Jhon & Sons, Inc
- ❖ Nargundkar Rajendra " International Marketing" Excel Books
- ❖ Joshi Rakesh Mohan " International Marketing" Oxford University Press
- ❖ Kotabe, Pelose, Gregory And Helson " International Marketing Management" Wiley, John & Sons, Inc
- ❖ McCarthy J.E: Basic Marketing - a Managerial Approach; McGraw Hill, New York.

***Vide Resolutions taken at U.G.BOS Meeting, C&M WBSU dt. 25.4.2018. and in concurrence with CBCS Guidelines provided by UGC, WBSCHSE and WBSU.*** 30

- ❖ S.A.Sherlekhar: Marketing Management, Himalaya
- ❖ Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI.

**\* L = 1 Hour.**

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**SECTION – C**  
**MEDIUM OF INSTRUCTION FOR THE EXAMINEES**

Resolved unanimously that the Question Papers for the Honours Candidates will be set in English only. They also have to answer in English Language.

**SECTION – D**  
**PROPOSED QUESTION PATTERN IN THE SEMESTER-END EXAMINATIONS**  
for  
**Three year B.Com. Honours Course**  
**Semester wise Structure of Syllabus CBCS**  
**To be effective from the Academic Session 2018-19**

**Year 1: Semester 1**

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
ASPACOR01T	Marketing Management-I	10	2	3
		15	2	3
ASPACOR02T	Advertising - I	10	2	3
		15	2	3

**Year 1: Semester 2**

Paper No.	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
ASPACOR03T	Marketing Management-II	10	2	3
		15	2	3
ASPACOR04T	Advertising - II	2	5	8
		5	4	6
		10	2	4

**Year 2: Semester 3**

Paper No.	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
ASPACOR05T	Personal Selling & Salesmanship	2	5	8
		5	4	6
		10	2	4
ASPACOR06T	Sales Promotion and Public Relation	2	5	8
		5	4	6
		10	2	4
ASPACOR07T	Principles & Practice of Management	2	5	8
		5	4	6
		10	2	4
ASPSSEC01M	Computer Application in Sales and Advertising	10	1	10
		15	Practical	

**Year 2: Semester 4**

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
ASPACOR08T	Sales Force Management-I	2	5	8
		5	4	6
		10	2	4
ASPACOR09T	Public Relations & Publicity	2	5	8
		5	4	6
		10	2	4
ASPACOR10T	Legal Aspects of Marketing & Advertising	2	5	8
		5	4	6
		10	2	4
ASPSSEC02M	Graphics Designing & Product Photography	10	1	10
		15	Practical	

**Year 3: Semester 5**

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
ASPACOR11T	Sales Force Management-II	2	5	8
		5	4	6
		10	2	4
ASPACOR12T	Internship	2	5	8
		5	4	6
		10	2	4
ASPADSE01T	DSE 1 : Integrated Marketing Communications	2	5	8
		5	4	6
		10	2	4
ASPADSE02T	DSE 2 : Service Marketing & Rural Marketing	10	2	3
		15	2	3
ASPM DSE03T	DSE 3 : Retail Business Management	2	5	8
		5	4	6
		10	2	4

**Year 3: Semester 6**

Subject Code	Subject	Marks in each Question	No. of Questions to be Answered	No. of Questions to be set
ASPACOR13T	Product and Brand Management	2	5	8
		5	4	6
		10	2	4
ASPACOR14T	Research Methods & Project Work	5	3	5
		2	5	8
ASPADSE07T	DSE 4 : Digital Marketing	2	5	8
		5	4	6
		10	2	4
ASPADSE08T	DSE 5 : Logistics Operation & Supply Chain Management	2	5	8
		5	4	6



		10	2	4
ASPMDSE09T	DSE 6 : Globalisation and International Marketing	2	5	8
		5	4	6
		10	2	4

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*Recommended by UG BOS in Commerce & Management  
At its meeting held on 06.06.2018. with the CBCS Committee, WBSU.*

*Sd/-  
Dr. Pranam Dhar  
Chairperson.*

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