

BASICS OF ADVERTISING AND SALES PROMOTION

Paper Code: BASHMD101T

[To be offered to the students of other departments]

Full Marks: 50

Total Credits: 3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

Unit 1 – Marketing **[15 L*]****

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

Unit 2 – Advertising **[15 L*]****

Concept of Advertising, Advertising and Marketing: the relationship and the difference, Advertising objectives, Role of Advertising, Functions of Advertising, Importance of Advertising, Commercial and Non-commercial Advertising, Digital Advertising: Evolution and Current Trends, Ethical issues in Advertising.

Unit 3 – Sales Promotion **[15 L*]****

Definition, Objectives, Role in marketing, Forms of Sales Promotion: Consumer Oriented, Trade Oriented, Sales Force Oriented, Ethical Aspects of Sales Promotion.

Suggested readings:

- Kotler and Kellar, Marketing Management, Pearson
- Ramaswamy VS, Namakumari, Marketing Management, Macmillan
- Batra and Mayers, Advertising Management, Prentice Hall
- Kazmi and Batra, Advertising & Sales Promotion, Excel Books
- Sarangi S.K., Advertising & Sales Promotion, Asian Books Pvt Ltd.
- S.A. Chunawalla, Advertising and Sales Promotion Management, Himalaya Publishing House

*L = 1 Lecture Hour

** includes Tutorial Hours