

## **BASICS OF ADVERTISING AND SALES PROMOTION**

**Paper Code: BASGMD401T**

**[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