



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

ADVERTISING AND SALES MANAGEMENT								
III SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA021M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic knowledge of Advertising and Sales Management								

COURSE OVERVIEW:

The course Advertising and Sales Management provides an understanding of how organizations promote products and manage sales activities effectively. It covers the concepts, importance, and role of advertising, including models like AIDA and DAGMAR, along with advertising media, planning, budgeting, and evaluation of effectiveness. The course also focuses on sales management aspects such as selling process, sales forecasting, budgeting, and sales force management. In addition, it explains various sales promotion techniques and their impact on customer behavior. Further, it highlights the importance of distribution channels, intermediaries, and strategies for managing channel members. Ethical and legal issues related to advertising, sales, and distribution are also addressed, enabling students to develop practical skills in marketing and sales management.

COURSE OBJECTIVES:

- To provide knowledge on the concepts, evolution, and role of advertising in the promotion mix
- To develop understanding of advertising media, planning, budgeting, and effectiveness evaluation
- To equip students with skills in sales management, selling process, forecasting, and budgeting
- To enhance knowledge of sales force management, including recruitment, training, motivation, and evaluation
- To explain various sales promotion techniques and their application in different market situations

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Explain concepts, functions, models, and planning approaches of advertising.
2. Analyze advertising media, objectives, budgeting, effectiveness, and regulations in India.
3. Evaluate sales management processes, selling skills, strategies, and sales force administration.
4. Assess sales promotion strategies, ethical aspects, and product life cycle relevance.
5. Examine distribution channels, intermediaries, channel conflicts, and global distribution practices

UNIT-I ADVERTISING

Concept, Evolution, Promotion Mix, Importance, and Functions of Advertising, Role of Advertising, AIDA model, Types of Advertising, Advertising Plan, DAGMAR Approach, Visualization of Advertising Layout — Functions, Principles and Elements of a layout.

UNIT-II ADVERTISING MEDIA

Types of Media – Print, Electronic, Other Media – Merits and Demerits of each media, Media Planning – frequency, reach and outcome, Appeals, Setting Advertising Objectives, Advertising Message, Advertising Budget, Evaluation of Advertising Effectiveness – Methods, and Regulation of Advertising in India – Misleading and deceptive advertising.

UNIT-III SALES MANAGEMENT

Importance, types of Selling, difference between Selling and Marketing, Sales Activities, Selling Skills, Selling Strategies, Selling Process, Sales Planning Process, Sales Forecasting Methods, Sales Budgeting Process. Sales Force Management - Recruitment and selection, training, sales force motivation, compensation, sales force control and evaluation.

UNIT-IV SALES PROMOTION

Concepts, need, objectives, Personal Selling vs. Advertising, Types of Sales Promotion, Sales Promotion Strategies - Sales Promotion and Product Life Cycle, Cross Promotion, Surrogate Selling, Bait and Switch advertising, Ethical and legal aspects of sales promotion.

UNIT-V SALES DISTRIBUTION

Distribution Channels, Need for Channels, Channel Intermediaries and Functions, Channel Structure, Channel for consumer products, business and industrial products, alternative channel, Channels for Rural Markets, channel Strategy Decisions. Designing, Motivating and Evaluating Channel Members, Managing Retailers, Wholesalers, Franchisers, Managing Conflict. Reasons for Channel Conflicts, Managing International Channel of Distribution, Ethical issues in Sales and Distribution Management, Latest Amendments In Advertisements.

TEXT BOOKS:

1. S.A. Chunawalla & K.C. Sethia – *Foundations of Advertising: Theory and Practice*
2. Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni – *Sales Management: Decisions, Strategies and Cases*

REFERENCE BOOKS:

1. Terence A. Shimp, J. Craig Andrews, Advertising, Promotion, and other aspects of Integrated Marketing Communications, 9e, Cengage, 2016
2. Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford, 2015
3. Richard R Still, Edward W Cundiff, Norman A P Govoni, Sales and Distribution Management, 5e, Pearson, 2011
4. Ramendra Singh, Sales and Distribution Management: A Practice-Based Approach, 1e, Vikas, 2016
5. K.Sridhara Bhat, Sales and Distribution Management, 1e, HPH, 2011.

ELECTRONIC RESOURCES:

- <http://lib.dtc.ac.th/ebook/businessadministration/5183.pdf>

- <http://www.johnstockmyer.com/enmu/452ch1.pdf>
- <https://www.amazon.com/integrated-marketing-communication-creative-implementation-ebook/dp/b001wxkka4>
- <http://www.tandfebooks.com/doi/book/10.4324/9780203553916>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

