

**COURSE TITLE** : **ADVERTISING AND SALESMANSHIP**  
**COURSE CODE** : **6254**  
**SEMESTER** : **6**  
**COURSE CATEGORY** : **E**  
**PERIODS/WEEK** : **4**  
**PERIODS/SEMESTER** : **56**  
**CREDITS** : **4**

**TIME SCHEDULE**

<b>MODULE</b>	<b>TOPICS</b>	<b>PERIODS</b>
<b>1</b>	ADVERTISING – AN INTRODUCTION	<b>11</b>
<b>2</b>	AD AGENCIES AND ELEMENTS OF ADVERTISEMENT	<b>16</b>
<b>3</b>	UNDERSTANDING SALESMANSHIP AND NEGOTIATION	<b>16</b>
<b>4</b>	MOTIVATION & REWARDS FOR SALESMAN	<b>13</b>

**Course General Outcomes:**

<b>Sl.</b>	<b>G.O</b>	<b>On completion of this course the student will be able :</b>
<b>1</b>	<b>1</b>	To Understand different types of advertising
<b>2</b>	<b>1</b>	To Understand the activities in advertising agencies
<b>3</b>	<b>1</b>	To know selling and salesmanship
<b>4</b>	<b>1</b>	To Understand the rewards for salesman

**SPECIFIC OUTCOMES**

**1.1.0 Understand Advertising**

- 1.1.1 Define - Advertising
- 1.1.2 State its objectives.

**1.2.0 Understand Types of Advertising**

- 1.2.1 Explain Newspaper Advertising
- 1.2.2 Explain Magazines, Journals. Advertising
- 1.2.3 Describe Outdoor Ads ,Theatre Advertising
- 1.2.4 Explain Radio Advertising
- 1.2.5 Explain TV Advertising

**2.1.0 Understand Ad Agencies**

- 2.1.1 Classify the Types and functions of Ad Agencies
- 2.1.2 Explain Ethics in Advertisement.
- 2.1.3 Explain Advertisement Budget

## **2.2.0 Understand Elements of Advertisement**

2.2.1 Describe Copy Writing.

2.2.2 Explain Advertisement lay out, Proof reading, Typography, Lithography.

2.2.3 State the uses of Symbols, Slogans Caption Catch Phrase.

## **3.1.0 Understanding Salesmanship**

3.1.1 Describe Salesmanship

3.1.2 State the Importance of Salesman

3.1.3 List Different Salesman

3.1.4 Identify Steps in selling.

3.1.5 Describe Direct Marketing.

### **3.2.1 Explain Retailer**

3.2.2 Explain Wholesaler

## **3.3.0 Understanding Negotiation**

3.3.1 Define Negotiation

3.3.2 Explain Negotiation steps & process

## **4.1.0 Know Motivation And Rewards for Salesman**

4.1.1 Explain the Knowledge, Skills and Qualities required in salesmanship.

4.1.2 Explain Training and supervising the salesman.

4.1.3 Explain Motivating the salesman

4.1.4 Explain Perks, commission, incentives, remuneration, awards and rewards

## **CONTENT DETAILS**

Advertising-ninefinition-Objectives-Types-Indoor and Outdoor-Time and space -Supplies-Functions-Types-Etics-Advertisement budget-Elements of advertising-Copy-Layout Proof reading Salesmanship-Meaning-importance-functions-types-steps-Direct marketing-Wholesale-Retailer-Negotiations-Steps and process salesman-mation-Skills & quality Training and supervising-Prks-Commission-Itives-neration-Award-Rewar

## **BOOKS RECOMMENDED**

Dawar S.R --Salesmanship and Advertisement, S.Chand:

Cummins. J-Sales Promotion—Prentice Hall India:

Birth and Boyd-New patterns in Sales Management-Mc Graw Hill

Debbie Gillialand-Marketing—Mc Graw Hill