

SRM UNIVERSITY – FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE – LESSON PLAN – ODD SEMESTER

III YEAR- ISM – V SEMESTER – ELECTIVE PAPER		L	T	P	TOTAL	CREDIT
UIS15E04	Advertisement and Sales Management	4	1	0	5	4

Maximum: 100 Marks (Internal: 50 Marks; External: 50 Marks) Only Theory

Subject Handled By

1. Mr. A. Jalaludeen, Assistant Professor

OBJECTIVES

- To know about advertisement and salesmanship.
- To understand the applications of AIDA formula.

UNIT - I

Concept and definition of advertisement – Social, Economic and Legal Implications of advertisements – AIDA - Concepts.

S.NO	DATE	DAY ORDER	DESCRIPTION
1	19/06/19	III	Meaning and definition of advertisement
2	20/06/19	IV	Evolution of advertisement
3	21/06/19	V	Nature of advertisement
4	24/06/19	I	Nature of advertisement
5	25/06/19	II	Scope of advertisement
6	26/06/19	III	Scope of advertisement
7	27/06/19	IV	Scope of advertisement
8	28/06/19	V	Functions of Advertisement
9	01/07/19	I	Functions of Advertisement
10	02/07/19	II	Functions of Advertisement
11	03/07/19	III	Social Implications of Advertisement
12	04/07/19	IV	Social Implications of Advertisement
13	05/07/19	V	Economical Implications of Advertisement
14	08/07/19	I	Legal Implications of Advertisement
15	09/07/19	II	Legal Implications of Advertisement

UNIT - II

Media plan – Type and choice criteria –frequency of advertisements – Cost of advertisements - related to sales.

S.NO	DATE	DAY ORDER	DESCRIPTION
16	10.07.19	III	Media plan-Meaning , definition
17	11.07.19	IV	Type and choice criteria
18	12.07.19	V	Type and choice criteria
19	15.07.19	I	Type and choice criteria
20	16.07.19	II	Type and choice criteria
21	17.07.19	III	Type and choice criteria
22	18.07.19	IV	frequency of advertisements
23	19.07.19	V	frequency of advertisements
24	22.07.19	I	frequency of advertisements
25	23.07.19	II	frequency of advertisements
26	24.07.19	III	Cost of advertisements - related to sales.
27	25.07.19	IV	Cost of advertisements - related to sales.
28	26.07.19	V	Cost of advertisements - related to sales.
29	29.07.19	I	Cost of advertisements - related to sales.
30	30.07.19	II	Cost of advertisements - related to sales.

UNIT - III

Message development – Different types of advertisements – Layout – Design appeal – Copy structure – Advertisement production – Print – Radio.T.V.and Web advertisements.

S.NO	DATE	DAY ORDER	DESCRIPTION
31	31.07.19	III	Message development- Meaning, Definition
32	01.08.19	IV	Different type of Advertisements
33	02.08.19	V	Different type of Advertisements
34	05.08.19	I	Different type of Advertisements
35	06.08.19	II	CYCLE TEST – I
36	07.08.19	III	CYCLE TEST – I
37	08.08.19	IV	CYCLE TEST – I
38	09.08.19	V	CYCLE TEST – I
39	13.08.19	I	Layout- meaning
40	14.08.19	II	Types of Layout
41	16.08.19	III	Design appeal
42	19.08.19	IV	Copy structure- meaning
43	20.08.19	V	Scope of Advertisement production
44	21.08.19	I	About Print – Radio.T.V.and Web advertisements
45	22.08.19	II	About Print – Radio.T.V.and Web advertisements

UNIT - IV

Sales promotion – Definition –scope – role – Objectives - sales promotional methods and control.

S.NO	DATE	DAY ORDER	DESCRIPTION
46	23.08.19	III	Sales promotion – Definition
47	26.08.19	IV	Scope of Sales promotion
48	27.08.19	V	Scope of Sales promotion
49	28.08.19	I	Scope of Sales promotion
50	29.08.19	II	Role of Sales promotion
51	30.08.19	III	Role of Sales promotion
52	03.09.19	IV	Objectives of Sales promotion
53	04.09.19	V	sales promotional methods
54	05.09.19	I	Different types of sales promotional methods
55	06.09.19	II	Different types of sales promotional methods
56	09.09.19	III	Different types of sales promotional methods
57	11.09.19	IV	Meaning of sales promotional control
58	12.09.19	V	Methods of sales promotional control
59	13.09.19	I	Methods of sales promotional control
60	16.09.19	II	CYCLE TEST - II
61	17.09.19	III	CYCLE TEST – II
62	18.09.19	IV	CYCLE TEST – II
63	19.09.19	V	CYCLE TEST – II

UNIT - V

Sales promotion – Requirement identification – Designing of sales promotion campaign – Involvement of salesmen and dealers – Out sourcing sales promotion national promotion strategies Coordination within the various promotion techniques.

S.NO	DATE	DAY ORDER	DESCRIPTION
64	20.09.19	I	Sales promotion- meaning and definition
65	23.09.19	II	Requirement identification- sales promotion
66	24.09.19	III	Requirement identification
67	25.09.19	IV	Requirement identification
68	26.09.19	V	Designing of sales promotion campaign
69	27.09.19	I	Designing of sales promotion campaign
70	30.09.19	II	Designing of sales promotion campaign
71	01.10.19	III	Involvement of salesmen and dealers
72	03.10.19	IV	Involvement of salesmen and dealers
73	04.10.19	V	Out sourcing sales promotion
74	09.10.19	I	Out sourcing sales promotion
75	10.10.19	II	national promotion strategies Coordination within the various promotion techniques

76	11.10.19	III	national promotion strategies Coordination within the various promotion techniques
77	14.10.19	IV	national promotion strategies Coordination within the various promotion techniques
78	15.10.19	V	national promotion strategies Coordination within the various promotion techniques

TEXT BOOK

Hackley, C., “Advertising and Promotion: An integrated communications approach”, 2nd Edition, Sage Publications, 2010.

REFERENCES

1. Pricken, M., “Creative Advertising: Ideas and Techniques from the World’s Best Campaigns”, 2nd Edition, Thomas and Hudson, 2008.
2. 10. Shrimp, T.A., “Integrated Marketing Communications in Advertising and Promotion”, 8th Edition, Cengage Learning India, 2012.
- 3 Bhatia, T.K., “Advertising and Marketing in Rural India”, 2nd Edition, Macmillan India Ltd., 2007.
4. Hackley, C., “Advertising and Promotion: An integrated communications approach”, 2nd Edition, Sage Publications, 2010.

QUESTION PAPER PATTERN – UNIT BASED

EXAMINATION	PART – A	PART – B	TOTAL MARKS
CYCLE TEST I - Unit I & II II – Unit III & IV	9 Questions – Equally Distributed- All questions to be answered and each carries TWO Marks	2 Questions – 1 Question from each Unit – Internal Choice Pattern – Each Carries 16	Part A – 18 Marks and Part B – 32 Marks = Total Marks – 50 Marks
MODEL EXAMINATION Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks
SEMESTER EXAMINATION Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks

EVALUATION PATTERN:

1. Internal Examination – 40 Marks

Cycle Test – I – Marks obtained for 50 will be converted to 10

Cycle Test – II – Marks obtained for 50 will be converted to 10

Model Examination – Marks obtained for 100 will be converted to 20

2. Assignment – 5 Marks

5 Marks will be awarded for Assignment/Project/Seminar/Class Work Maintenance

3. Attendance – 5 Marks

Attendance Marks is as

95% and More Attendance – 5 Marks

90% to 94.99% - 4 Marks

85% to 89.99% - 3 Marks

80% to 84.99% - 2 Marks

75% to 79.99% - 1 Mark

Less than 75% - Nil

4. External Examination – 50 Marks

Examination will be conducted at the end of the Semester for 100 Marks –
Marks Obtained for 100 will be converted to 50.

5. Qualification to Higher Semester

Student must appear for minimum of Three Subjects in the Current Semester to qualify for higher semester – failure will lead to detention in the present semester

6. Passing Criteria

Passing minimum is 40% in End Semester (External) Examination and 40% Overall (Internal and External)

***** Students securing less than 75% Attendance in the semester will be detained in the semester and they have to redo the semester in the forthcoming Academic Year on payment of fees as prescribed by the University**

