

**SARDAR PATEL UNIVERSITY**  
**B.Com. Semester: I**  
**Syllabus with Effect From: June-2019**

<b>Paper Code: UB01CCOM58</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Advertising, Sales Promotion and Sales Management - I</b>	

**Objective:** The Objectives of this course is familiarizes the students with fundamentals of Advertising, Promotion mix, Communication Channel

Unit	Description of Detail	Weighting(%)
<b>I</b>	<b>Communication &amp; Promotion Mix Decisions</b> Components of Promotion mix: Advertising, Personal Selling, Sales Promotion, Publicity & Public Relations., Marketing mix: Price, Place Promotion, Product Importance of Communication, The Communication Process and Noise in Communication system	<b>25%</b>
<b>II</b>	<b>Determining Communication Objectives</b> Response Hierarchy Models- AIDA Model, Hierarchy of Effects Model, Innovation Adoption Model and Communication Model.	<b>25%</b>
<b>III</b>	<b>Message &amp; Communication Channel Decisions</b> Message Content, Appeals – meaning, features, types Message Structure Message Format Message Source	<b>25%</b>
<b>IV</b>	<b>Advertising</b> Meaning, Definition, History of Indian Advertising, Features, Key Players of Advertising Industry, significance of advertising.	<b>25%</b>

**Basic Text & Reference Books:-**

- Philip Kotler – Marketing Management.
- William J. Stanton, Michael J Etzel, Bruce J. Walker- Fundamentals of Marketing.
- S.A. Chunawala- Promotion Management.
- Advertising – principles and practices – Ruchi Gupta (S. Chand & Company Ltd.)