

Syllabus for ADVERTISING PAPER 9: Sales Promotion PR & Publicity (English Medium)

Semester VI

Old Syllabus	Proposed Syllabus
Title of the Paper: Advertising IX: Sales Promotion & PR	Title of the Paper: Advertising IX: Sales Promotion, PR & Publicity
Subject Code 605944	Subject Code

PAPER TITLE	L	Cr	P/T	D (EE)	EE	IE	T
Advertising IX: Sales Promotion PR & Publicity	4	4	-	2.5hrs	75 marks	25 marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus (Sales Promotion & PR)	Proposed Syllabus (Sales Promotion, PR & Publicity)
<p>Objectives:</p> <ul style="list-style-type: none"> To stress on the importance of Ethics & Evaluation of Advertising Effectiveness. <p>Outcomes:</p>	<p>Objectives:</p> <ul style="list-style-type: none"> To enable the students to understand the various types of Sales Promotion Techniques. To acquaint the students with the concepts of Public Relations. To understand the Role played by Public Relations in maintaining good relations between the Company & its stakeholders. <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Students get a perspective on different types of Sales Promotional Techniques. Students will understand the concepts of Publicity & its impact on Marketing. Students understand the significance of Public Relations with relevance to the market situation.

Old Syllabus (Sales Promotion & PR)		Proposed Syllabus (Sales Promotion, PR & Publicity)							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
								IE Weigh tage	EE Weightage
1	SALES PROMOTION <ul style="list-style-type: none"> Significance and need Merits and Demerits of SP Role of Sales Promotion in Marketing Forms of Sales Promotion 	Sales promotion	To understand the concept related to SP	<ul style="list-style-type: none"> Significance and need Types of promotion Merits and Demerits of SP Objectives of SP 	25	15	1	7	20
2	Techniques of Sales Promotion: <ul style="list-style-type: none"> Factors affecting Sales Promotion Program Samples, POP 	Tools of SP	To study the various sales promotional tools	<ul style="list-style-type: none"> Samples, coupons Content, cash, refund orders Premium, price-off Push money, Dealer sales contents Patronage Rewards 	25	15	1	6	20

	<ul style="list-style-type: none"> Exhibitions, Sales Contests Event Management, Premiums Patronage Rewards, Coupons Tie-in Promotion, Price-off 								
3	PUBLIC RELATIONS: <ul style="list-style-type: none"> Meaning, Growing Importance Functions of PR Role of PR in Marketing Similarities between Publicity & PR Features of PR 	PR	To understand the significance of PR	<ul style="list-style-type: none"> Need & importance Functions Objective Types of PR 	25	15	1	6	20
4	MAJOR TOOLS OF PR: <ul style="list-style-type: none"> News, Speeches Public Service Activities 	Publicity	To study the growing importance of publicity	<ul style="list-style-type: none"> Definition & meaning Types of publicity material Good publicity & Bad publicity Merits & Demerits of publicity 	25	15	1	6	15

	<ul style="list-style-type: none"> • Special Events, Audio-Visual • Corporate Identity Media 									
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Evaluation Scheme:

A. Internal Exams: Total Marks: 25

- Two written internal exams of 25 marks each covering all modules will be conducted
- Project/Assignment/Viva Voce will be marked out of 25 marks.

The final internal marks would be an average of these 3 methods of evaluation

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

- Attempt any 5 out of 8 questions
- Each question carries 15 marks
- Q1 to Q7 will be long answers
- Q8 will be Short Notes (Any 2 out of 3)

References:

A. Essential Reading

- Henry Assael, Consumer Behaviour & Marketing, 6th Edition, Thompson Learning.
- Hawkins, Best Coney, Consumer Behaviour, Applications for Marketing Strategy, 6th edition

B. Additional Reading

- Jefkins, Frank: Public relations for your business. New Delhi. Excel Books, 1995. 81-7446-026-8--(659.2JEF)
- Basotia, G.R. & Sharma, N.K.: Effective advertising marketing and sales management. Jaipur. Mangal Deep Publications, 1998. 81-7594-021-2--(659.1BAS/SHA)
- Rayudu, C.S. & Balan, K.R.: Principles of public relations. Mumbai. Himalaya Publishing House, 1997.--(659.2RAY/BAL)
- Ahuja, B.N. & Chhabra, S.S.: Public relations and advertising. Delhi. Surjeet Publications, 2001.--(659.1AHU/CHH)
- Sharma, Diwakar: Public relations. [text and case studies] New Delhi. Deep and Deep Publications, 2004. 81-7629-480-2--(659.2SHA)
- Mascarenhas, Romeo: Public relations management: S.Y.B.M.S.. Mumbai. Vipul Prakashan, n.d.--(659.2MAS)
- Gupta, Deepak: Handbook of advertising media and public relations. New Delhi. Mittal Publications, 2005. 81-7099-987-1--(659.2GUP)
- Chunawalla, S.A.: Advertising sales and promotion management. (2nd rev. ed.) Mumbai. Himalaya Publishing House, 2005.--(659.1CHU)