

**B.Com (Vocational) Degree Course.(CBCS)
(From June 2020)**

Preamble

Vocational Education refers to, in addition to general education, the study of technologies and related sciences and the acquisition of practical skills, attitudes, understanding and knowledge relating to occupations in various sectors of economic and social life.

As per the UGC and Savitribai Phule University of Pune norms, vocational education is an integral part of general education. It is a means of preparing for occupational fields and for effective participation in the world of work and for responsible citizenship. In this sense, it can become an instrument for promoting environmentally sound sustainable development and a method of facilitating poverty alleviation.

In a time of continuous economic, social and technological change, there is a need to develop the knowledge and skills that will help the workforce become more flexible and responsive to the needs of local human resources, while competing in the global economy.

Objectives of the Course:

Present structure of B. Com. Vocational of Savitribai Phule Pune University aims at:

- Preparing a student for an occupational field.
- Providing the foundation for productive and satisfying careers.
- Imparting broad knowledge and generic skills applicable to a number of occupations within a given field so that the individual is not limited in his/her choice of occupation and is able to transfer from one field to another during his/her working life.

Syllabus for B. Com. (Vocational) Semester –III
Advertising, Sales Promotion and Sales Management-III
Subject Name: - Advertising and Media Planning

Course code: - 235(B)

Credit-3

Objective of the programme

- To understand the concept, need, importance, utility of Advertising, sales promotion and sales management
- To develop the skills of students to face the modern world of Advertising
- To create awareness among the students to face the modern world of Advertising
- To motivate students for innovative ideas, rational thoughts and competency
- To encourage creative thinking and focus on over all development of the student.

Sr. No.	Title of the unit	Content	Purpose of skills to be developed
1.	Future of Advertising and Advertising Agency	1.1 Future of Advertising in India 1.2 Factors influencing future of Advertising 1.3 Working of advertising agency 1.4 Different Functions performed by Advertising Agencies	To understand growing importance of advertising. To study working of advertising agency
2.	Advertising Management	2.1 Advertising's role in Promotional mix 2.2 Advertising Planning 2.3 Target market and target audience 2.4 Meaning, importance and need of advertising research.	To understand role of advertising in promotion mix and how planning of advertising is done. To study need of advertising research
3.	Media Planning	3.1 Meaning of Media planning, how to develop media plan. 3.2 Components of media plan. 3.3 Factors to consider when comparing various advertising media. 3.4 Consumer Attitudes and Advertising	To know what is media planning and how to develop a media plan. To understand various components of media plan. To understand consumer behavior towards various advertising media.
4.	Evaluation of Advertising Effectiveness	4.1 Meaning of Advertising effectiveness 4.2 Methods of Testing (Pre - testing & Post - testing methods) with suitable	To know how effectiveness of advertising is measured.

		Illustrations. 4.3 Difficulties in measuring advertising Effectiveness	To study pre and post testing methods of measuring advertising effectiveness.
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Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected outcome
1	12	Field visit (Visit to advertising agency)		Visit Report	Student can understand about career opportunities available in the field of advertising.
2	12	Guest lecture by eminent person from actual field work to get firsthand experience	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Student can understand importance of advertising management.
3	12	Guest lecture by eminent person from actual field work to get firsthand experience	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Students can know more about media planning.
4	12	PPT on effectiveness of advertising	Online Demonstration	Brief Report about online learning	Student must be able to understand effectiveness of advertising

Method of evaluation

Subject	Internal Evaluation	External Evaluation
Unit 1	07	Theory Exam 50 Marks
Unit 2	08	Practical Exam 20 Marks
Unit 3	07	
Unit 4	08	Total Marks 70 Marks

Reference Books:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Advertising and Marketing Research,	Chunnawalla, Reddy, & Appannaiah,	Himalaya Publishing House.	India
2	Advertising Management	U.C. Mathur	New Age International Publishers	India
3	Modern Marketing Management Principles and Techniques,	J.N. Jain & P.P. Singh,	Regal Publications,	New Delhi.
4	Advertising Principles And Practice	Ruchi Gupta	S. Chand Publications	Mumbai
5	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
6	Marketing Management	R.S.N.Pillai	S. Chand Publications	Mumbai
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

Syllabus for Semester III

Course Title : Advertising, Sales Promotion & Sales Management - IV

Subject Name: Personal Selling and Salesmanship

Course code : 236(B)

Credit :03

Objective of the programme

- To understand the concept, need, importance, utility of Advertising, sales promotion and sales management
- To develop the skills of students to face the modern world of Personal selling
- To create awareness among the students to face the modern world of sales management
- To motivate students for innovative ideas, rational thoughts and competency
- To encourage creative thinking and focus on over all development of the student.

	Title of the Unit	Content	Purpose skills to be developed
1	Introduction to Marketing and Personal Selling	Marketing Mix meaning, Elements of Marketing Mix Personal Selling Meaning and concept, Importance of personal selling, Advantages of Personal selling	To understand need and importance of modern day marketing and concept of marketing mix To understand various elements of marketing mix To understand concept of personal selling in modern day marketing.
2	Qualities of salesman & Types of salespersons	Qualities of Successful Salesman To know various types of salespersons in past and present	To understand need and importance of various qualities that salesman should possess to become successful. To understand various types of salespersons and need of salespersons
3	Market Segmentation	Meaning and concept of Market Segmentation, Identification of Market segmentation, bases for segmentation, advantages of market segmentation	To understand need and importance of Market Segmentation. To understand various elements of Market segmentation
4	Product (Part 1)	Product : Meaning and importance; Product classifications; Concept of product mix; Branding,	To understand product and concept of product mix, branding,

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected Outcome
1	12	Guest lecture by eminent person from actual field work to get firsthand experience	Online Video or CD	Project can be given on the subject of modern concept of marketing Mix and Personal selling	Student must able to understand new concept of marketing Mix and Personal selling
2	12	PPT Presentation on Qualities of Salesman/ Field visit to take personal interview of salesman	Online video	Make a Power point presentation Printout of the same, paste in Journal.	Student must able to understand various qualities of successful salesman
3	12		Role of public relations in different Organizations	Group discussion or role play	Student must able to understand role of public relation in creating brand image
4	12	Library assignment to understand new concept in market segmentation		Collection of information from visit	Student must able to understand various concept related to market segmentation

Method of evaluation

Subject	Internal Evaluation	External Evaluation	Suggested add on Course
Unit 1	07	Theory exam 40 marks Practical exam 30 marks Total 70 marks	
Unit 2	08		
Unit 3	07		
Unit 4	08		

References:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management (15 th edition)	Philip Kotler, Kevin Isne Keller	Pearson publications	UK
2	Principles of Marketing(17 th edition)	Philip Kotler , gary Armstrong, Prafulla agnihitri	Pearson Publications	UK
3	Marketing communication	Larry Percy		canada
4	Marketing and Salesmanship,	S.A. Sherlekar	Himalaya Publishing House.	India
5	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
6	Event Management		Pearson	UK
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	india

Syllabus for B. Com. (Vocational) Semester –IV
Advertising, Sales Promotion and Sales Management-III
Subject Name: - Advertising and Media Planning

Course code: - 245(B)
Credit-3

Sr. No.	Title of the unit	Content	Purpose of skills to be developed
1	Marketing Mix	1.1 Meaning and importance of marketing mix 1.2 4 P's of marketing mix 1.3 Elements of – Product mix Place mix and Price mix 1.4 Digital marketing mix	To know meaning and importance of marketing mix. To understand 4 P's of marketing mix.
2	Promotion Mix	1.1 Meaning and elements of promotion mix 1.1 Different types of sales promotion techniques 1.2 On line sales promotion Vs In-store sales promotion 1.4 Consumer thought process	To understand more about various sales promotional techniques used by product and service industry.
3	Branding	2.1 Meaning, Characteristics of Branding 2.2 Functions of Branding 2.3 Types of Brand Names 2.4 Brand Positioning	To know in detail about branding. To know different types of brands and what is brand positioning.
4.	Recent Media Trends	4.1 Websites and blogs 4.2 Streaming audio and video 4.3 Online communities 4.4 Social media and sharing platforms 4.5 Mobile apps 4.6 Web advertising	To study recent trends of media used for selling their products or services

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected outcome
1	12	Guest lecture by eminent person from actual field work to get firsthand experience		Report of guest lecture	Student can understand concept of marketing mix.
2	12	Visit to branded stores		Visit report with	Student must be

		or Mall.		some pictures of sales promotional schemes.	able to understand Use of sales promotion for increasing sale of the product.
3	12	Computer based learning	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Student can understand the importance of Branding and its types.
4	12	Computer based learning	Online Demonstration	Brief Report about online learning	Student can compare recent media trends with traditional media.

Method of evaluation

Subject	Internal Evaluation	External Evaluation
Unit 1	07	Theory Exam 50 Marks Practical Exam 20 Marks Total Marks 70 Marks
Unit 2	08	
Unit 3	07	
Unit 4	08	

Reference Books:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Advertising and Marketing Research,	Chunnawalla, Reddy, & Appannaiah,	Himalaya Publishing House.	India
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4	Advertising Principles And Practice	Ruchi Gupta	S. Chand Publications	Mumbai
5	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
6	Brand Management	Dr. S.L. Gupta	Himalaya Publishing House.	India
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

Semester IV

Subject Name: Personal selling and salesmanship (paper IV)

Course code :246(B)

Credit : 03

	Title of the Unit	Content	Purpose skills to be developed
1	Product (part two)	Packaging and labelling of product, After-sales services; Product life-cycle; New Product Development (an overview).	To understand need and importance of packaging and labelling in modern age. To know present product life cycle.
2	Consumer Psychology : Different types of customers	Concept of Consumer Psychology Concept, Need and importance of Buying Motives of customers Various buying motives of customers To Know different types of customers and method to deal with customers	To understand need and importance of consumer psychology. To know different buying motives of the customers. To Know different types of customers and method to deal with customers
3	Process of selling	To know the process of selling that should be adopted by the sales person	To know the process of selling that should be adopted by the sales person
4	Recent developments in marketing	Social Marketing; Online Marketing, Direct Marketing, Services Marketing, Green Marketing.	Social Marketing; Online Marketing, Direct Marketing, Services Marketing, Green Marketing.

Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film shows and AV applications	Project	Expected Outcome
1	12	Guest lecture by eminent person from actual field work to get firsthand experience		PPT on Product life cycle	Student must able to understand new concept of Product life cycle
2	12	PPT Presentation on the subject consumer psychology		Make a Power point presentation Printout of the same, paste in Journal.	Student must able to understand consumer psychology
3	12	Guest Lecture /ppt on Buying motives of the consumers	Video/ film	Field visit and observation	Student must able to understand buying motives of consumers

4	12	Library assignment to understand new concept of marketing	Guest lecture	Collection of information from internet	Recent trends in marketing
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Method of evaluation

Subject	Internal Evaluation	External Evaluation	Suggested add on Course
Unit 1	07	Theory exam 40 marks Practical exam 30 marks Total 70 marks	
Unit 2	08		
Unit 3	07		
Unit 4	08		

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6	Event Management		Pearson	UK
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	india

ACKNOWLEDGEMENT

The syllabus restructuring of B.Com(Vocational) subject: Advertising, Sales promotion and sales management is a manifestation of excellence in the faculty of commerce and management, Savitribai Phule Pune University's focus has always been in raising the academic standards and excellence in field of education . The B.Com (Vocational) program predominantly follows holistic development of students.

It emphasised on cultivating various skills and also desired advertising and marketing skills and make students employable in the market. The revision has been possible only with the help and support of different eminent personalities. The contribution of all the members enabled the revision of all the titles of the programme. SPPU is great full to Hon. Prof.Dr.Nitin Karmalkar, Vice chancellor, Hon Dr. N.S.Umarani, Pro-Vice Chancellor , who has always lent continuous support and encouragement. SPPU is great full to Hon.Dr Parag Kalkar, Dean, Faculty of Commerce & Management, Dr.Yashodhan Mithare, Associate Dean, Faculty of Commerce & Management and Dr.Arun Gaikwad. they have been all inspiration for all the members to complete the work. Dr. Mrs Leena Bhat Vocational co-ordinator, Nashik District contributed to the great extent in the preparation of the vocational syllabus. The theoretical aspect in the course content is contributed by Dr.Mrs.Sonali Chindhade, Dr.Mrs Pallavi Joshi and Dr.Mrs Indira Singh.

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