

Savitribai Phule Pune University

T.Y.B.COM (2019 pattern)

**B.Com (Vocational) Degree Course(CBCS)
Advertising, Sales promotion & Sales management
(From June 2021)**

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 –V

Advertising, Sales Promotion and Sales Management-I

Subject Name: - Sales Management

Course code: - 355(B) VOC

Credit-4

Objective of the programme

- To understand the concept, need, importance, utility of sales management
- To develop the skills of students to face the modern world of effective 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.

Sr. No.	Title of the unit	Content	Purpose of skills to be developed
1.	Sales Management	1.1 Introduction & definition of Sales management 1.2 Meaning & concept of sales management 1.3 Scope of Sales Management 1.4 Need and importance of sales management in current marketing management.	To understand growing importance of sales management To study scope of sales management
2.	Sales planning and Sales control	2.1 Meaning and concept of Sales Planning 2.2 Steps involved in Sales Planning and advantages of Sales Planning 2.3 Meaning and definition of Sales Control 2.4 Importance and steps involved in Sales Control	To understand the concept of sales planning To study concept of sales control To know the steps involved in sales planning and sales control
3.	Recruitment and Selection of Sales Personnel	3.1 Identification of Sales Personnel Requirements 3.2 Formulation and implementation of Sales Recruitment Policy 3.3 Sources and Recruitment Strategy- Campus Interviews, On-Line Recruitment / Use of Social Media 3.4 Selection / Interview / Appointment / Orientation of Sales	To know the requirement of sales persons To understand various sources of recruitment of sales persons To know the process of recruitment and selection of sales persons
4.	Sales Training and Motivation	4.1 Meaning and concept of Sales Training ,Need and objectives of Sales Training 4.2 Effective methods of Sales Training in modern marketing 4.3 Meaning and definition of Sales Motivation	To understand the concept and objectives of sales training To study methods of training . To know need and importance of sales motivation

		4.4 Significance and objectives of Sales Motivation, Boosting of Sales Personnel Morale - Needs, Approaches and Types.	
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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	Guest lecture / Visit to showroom/ Internet		Visit Report	Student can understand about effective sales management
2	12	Guest lecture by eminent person from actual field work to get first hand experience	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Student can understand importance of sales planning and sales control
3	12	Guest lecture by eminent person from actual field work to get first hand experience	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Students can know Recruitment and selection process
4	12	PPT/ visit/internet	Online Demonstration /PPT Presentation	Brief Report about online learning	Student must be able to understand Need and importance of sales training and Motivation

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

List of Practical's :

Sr. No.	Title	Objectives	Mode	Practical Task to be Completed	Basis of Evaluation
			Guest Lecture/ Visit/Library Assignment / Discussion	Preparation of report based on Guest Lecture/Visit/discussion/ Library Assignment	Attendance , Participation, Report, Examination
1	A study of Sales management	To study the concept of sales management To understand importance of sales management	Visit to Industry/ Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Analysis of data & Presentation, Examination
2	A study of sales planning	To study the process of sales planning	Classroom Discussion and Library Assignment	Power Point Presentation and report	Attendance, Presentation skill , Participation, Examination.
3	A study of recruitment and selection of sales person	To know the process of recruitment and selection	Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Observation, Presentation skill , Examination.
4	A study of Training of salesman	To understand various methods of sales training	Visit to Industry / Guest Lecture/Group Discussion	Observation & Two Pages Report	Attendance, Participation, Analysis of data & Presentation, Examination
5	A study of motivation of salesman	To understand need and importance of motivation To know various methods of motivation	Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Observation, Presentation skill , Examination.

Reference Books:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Sales management	G.L.Tyagi,Arun kumar	Atlantic Publishers& distributors	Delhi
2	Modern Marketing Management Principles and Techniques,	J.N. Jain & P.P. Singh,	Regal Publications,	New Delhi.
3	Advertising Principles And Practice	Ruchi Gupta	S. Chand Publications	Mumbai

4	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
5	Marketing Management	R.S.N.Pillai	S. Chand Publications	Mumbai
6	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

Any four practicals should be conducted by the teacher

Savitribai Phule Pune University
(2019 CBCS pattern)
Syllabus for T.Y.B. Com. (Vocational) Semester –V
Advertising, Sales Promotion and Sales Management
Subject Name: -MARKETING Course code: -356 (B)

Credit-4

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.	Marketing Research	1.1 Marketing Research-Meaning and Definition 1.2 Objectives and significance of Marketing Research 1.3 Process of Marketing Research 1.4 Techniques of Marketing Research	i. To understand the concept of Marketing Research ii. To understand the Objectives and Significance of Marketing Research iii. To get acquainted with process of Marketing Research iv. To understand Techniques of Marketing Research
2.	Career Opportunities in Marketing	2.1.Role of Marketing Manager in Manufacturing & Service Sector 2.2 Role of Product Manager 2.3 Role of Marketing Research Analyst. 2.4 Functions performed by Advertising or Promotions Manager.	i. To understand the role of Marketing Manager in Manufacturing & Service Sector ii. To know the role of Product Manager iii. To gain the knowledge about Marketing Research Analyst iv. To study the role of Advertising or Promotion Manager.
3.	Marketing Environment	3.1 Marketing environment- Meaning and definition 3.2 Nature and importance of marketing environment 3.3 External factors of marketing environment 3.4 Trends in marketing environment	i. To understand the meaning, definition of marketing environment ii. To study nature and importance of marketing environment iii. To understand the factors affecting marketing environment iv.To study trends in marketing environment
4.	Recent Trends in Marketing	4.1 Green Marketing- Meaning, Definition & Importance 4.2 Digital Marketing- Meaning, Definition & Importance 4.3 Social Media Marketing- Facebook Marketing, Twitter Marketing, Google Marketing & You-Tube Marketing 4.4 Affiliate Marketing- Concept & Importance	i. To understand the Meaning, Definition & Importance of Green Marketing ii. To study the concept, Meaning, Definition and Importance of Digital Marketing iii. To gain the knowledge about Social Media Marketing- Facebook Marketing, Twitter Marketing, Google Marketing, You-Tube Marketing iv. To obtain the knowledge about affiliate Marketing and its Importance

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 Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Student can understand importance of marketing research.
2	12	Field visit		Visit Report	Student can understand about career opportunities available in the field of marketing.
3	12	Guest lecture by eminent person from actual field work to get first hand experience	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Student can understand about external factors of marketing environment.

4.	12	Guest lecture by eminent person from actual field work to get first hand experience	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Student can understand about recent trends in marketing.
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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

List of Practical's :

Sr. No.	Title	Objectives	Mode	Practical Task to be Completed	Basis of Evaluation
			Guest Lecture/ Visit/Library Assignment / Discussion	Preparation of report based on Guest Lecture/Visit/discussion/ Library Assignment	Attendance , Participation, Report, Examination
1	A study of process of marketing research	To study the concept of marketing research To understand process of marketing research	Visit to Industry/ Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Analysis of data & Presentation, Examination
2	A study of role of marketing manager	To understand need and importance of marketing manager and his functions	Guest lecture, and Library Assignment/ internet	Power Point Presentation and report	Attendance, Presentation skill , Participation, Examination.
3	A study of role of advertising manager	To know the importance of advertising manager	Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Observation, Presentation skill , Examination.
4	A study of marketing Environment	To understand need and importance of Marketing Environment	Visit to Industry / Guest Lecture/Group Discussion	Observation & Two Pages Report	Attendance, Participation, Analysis of data & Presentation, Examination
5	A study of Green marketing	To understand need and importance of Green Marketing	Guest Lecture/ Group Discussion/visit6	Three to four pages report	Attendance, Participation, Observation, Presentation skill , Examination.
6	A study of Social media marketing	To understand need and importance of social media marketing	Guest lecture, and Library Assignment/ internet	Power Point Presentation and report	Attendance, Presentation skill , Participation, Examination.

Any four practicals could be conducted by teacher

Reference Books:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Advertising and Marketing Research,	Chunnawalla, Reddy, & Appannaiah,	Himalaya Publishing House.	Delhi
2	Modern Marketing Management Principles and Techniques,	J.N. Jain & P.P. Singh,	Regal Publications,	New Delhi.
3	Marketing Management	S.A.Sherlekar	Himalaya Publishing House.	Delhi
4	Marketing Management	R.S.N.Pillai	S. Chand Publications	mumbai

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.

Syllabus for B. Com. (Vocational) Semester –VI
Advertising, Sales Promotion and Sales Management-I
Subject Name: - Sales Management
Course code: - 365 (B)

Credit-4

Objective of the programme

- To understand the role of sales manager
- To develop the skills of students to face the modern world of effective selling
- To create awareness among the students to face the modern world of sales management
- To motivate students to get knowledge about recent trends in effective sales management
- 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	Role of Sales Manager	1.1 Meaning of Sales Manager 1.2 Functions and responsibilities of Sales Manager 1.3 Qualities required for Sales Manager 1.4 Role of a Modern Sales Manager	To know and understand need and importance of sales manager To know qualities required for successful sales manager
2	Recent Advances in Sales Management	2.1 Online Sales Promotion 2.2 Sales Management Approaches towards New Trends in Retail Sales 2.3 Sales Management Verses Event Management 2.4 Ethical issues involved in Sales Management	To get acquainted with recent trends in sales management To understand need of ethics in sales management
3	Customer Relationship Management	3.1 Meaning, concept, importance and objectives of Customer Relationship Management 3.2 Tools of Customer Relationship Management 3.3 Emerging Trends in Relation to Customer Relationship Management 3.4 Meaning and Importance of Corporate Social Responsibility	To study the concept of Customer relationship management To study various tools of CRM
4	Sales Administration & Control	4.1 Meaning of sales analysis, sales quota and sales territory 4.2 Sales Audit: Need and Importance 4.3 Nature and scope of physical distribution of goods, order processing, warehousing. 4.4 effective transportation .types and criteria of selection	To understand concept of sales analysis, sales quota,sales territory To know the importance of sales audit To understand importance of effective warehousing and distribution of goods.

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 first hand Experience/field visit		Report of guest lecture	Student can understand need of sales manager
2	12	Visit/ Guest lecture/ online information		PPT on recent sales management	Student must be able to understand Recent trends in effective sales management.
3	12	Computer based learning/Visit/Observation	PPT Presentation	Make a Power point presentation Printout of the same, paste in Journal.	Student can understand the importance CRM
4	12	Visit/ Guest lecture/ online information	Visit report	Brief Report about Role of Channel of distribution	Student must be able to understand importance of physical distribution of goods

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

List of Practical's :

Sr. No.	Title	Objectives	Mode	Practical Task to be Completed	Basis of Evaluation
			Guest Lecture/ Visit/Library Assignment / Discussion	Preparation of report based on Guest Lecture/Visit/discussion/ Library Assignment	Attendance , Participation, Report, Examination
1	A study of role of modern sales manager	To study the concept of sales manager To understand importance of sales manager	Visit to Industry/ Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Analysis of data & Presentation, Examination
2	A study of recent trends in sales management	To study the recent trends in sales management with reference to online sales management	Classroom Discussion and Library Assignment/ internet	Power Point Presentation and report	Attendance, Presentation skill , Participation, Examination.
3	A study of Customer relationship Management	To know the concept of Customer relationship management	Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Observation, Presentation skill , Examination.
4	A study of Corporate social responsibility	To understand need and importance of CSR	Visit to Industry / Guest Lecture/Group Discussion	Observation & Two Pages Report	Attendance, Participation, Analysis of data & Presentation, Examination
5	A study of Distribution channel	To understand need and importance of distribution channel	Guest Lecture/ Group Discussion	Three to four pages report	Attendance, Participation, Observation, Presentation skill , Examination.

Any four practicals should be conducted by the teacher

Reference Books:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Sales management	G.L.Tyagi,Arun kumar	Atlantic Publishers& distributors	Delhi
2	Modern Marketing Management Principles and Techniques,	J.N. Jain & P.P. Singh,	Regal Publications,	New Delhi.
3	Advertising Principles And Practice	Ruchi Gupta	S. Chand Publications	Mumbai
4	Sales Promotion and Advertising Management,	M.N. Mishra,	Himalaya Publishing House.	India
5	Marketing Management	R.S.N.Pillai	S. Chand Publications	Mumbai
6	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

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(2019 pattern CBCS)
Syllabus for T.Y.B. Com. (Vocational) Semester –VI
Advertising, Sales Promotion and Sales Management-II
Subject Name: -Project Work

Course code: -366 (B)VOC

Credit-4

Objective of the programme

- To understand the concept, need, importance, utility of Project work in Advertising, Sales Promotion & Sales Management
- To develop the skills of students to face the modern world of Advertising
- To develop research aptitude in students
- 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.	Meaning, Scope and Importance of Research	1.1 Research-Meaning and Definition 1.2 Objectives and significance of Research 1.3 Process of Research 1.4 Techniques of Research	To understand the concept of Research To understand the Objectives and Significance of Research To get acquainted with process of Research To understand Techniques of Research
2.	Research Methodology, Sources of Data Collection	2.1. To understand project methodology 2.2 types of data 2.3 sources of data collection 2.4 need and importance of sources of data	To understand the concept of project To know the meaning of data To understand methods of data
3.	Data Analysis and Interpretation	3.1 To understand the concept of data analysis 3.2 To Know various Methods of data analysis 3.3 To understand interpretation of data 3.4 To know importance of data interpretation	To understand need ,importance of data analysis and interpretation
4.	Use of different Tools and Techniques & Findings and Recommendations	4.1 Tools and techniques of data interpretation 4.2 To know how to draw findings from the project 4.3 To understand the need and importance of correct conclusion 4.4 To understand how to give recommendation	To understand need and importance of effective findings and conclusions To understand how to give recommendations

The T.Y. B.Com projects should be done in any of the following listed areas: 1. Advertising. 2. Advertising agency. 3. Advertising media 4. Sales promotional tools. 5. Public Relations. 6. Customer Relationship Management. 7. Customer Satisfaction. 8. Marketing. 9. Marketing mix of any organization. 10. Management of sales force. 11. Event Management. 12. Retailing. 13. E- Marketing. 14. Rural Marketing. 15. Animations and Advertising. 16. Buyer Behavior 17 digital marketing 18. online marketing 19. Green marketing 20 Marketing Research or any other title related to syllabus. Above listed areas is illustrative. However a student can select a specific topic in consultation with the guide.

Method of evaluation

Project work	Internal Evaluation	External Evaluation
	Project methodology 40	Oral exam for 60 marks

Reference Books:

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Research Methodology	Kothari, C.R.	Age International Publication	Delhi
2	Research Methodology	Saravanavel, P	Kitab Mahal,	New Delhi.
3	Research Methodology in Management	Michael, V.P.	Himalaya Publishing House	New Delhi
4	Research Methodology For Business	Dr. Anil P. Kulkarni, Prof. Mukund M. Deshpande, Prof. Arun Gaikwad, Mrs. Nanda S. Lahade,	Success Publications,	Pune

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