

B.Com.: Semester-V DSE-3	
BCR515: ADVERTISING AND PERSONAL SELLING	
Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test –12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

To teach the basics of advertising and personal selling as promotional tools in marketing and to develop a customer oriented attitude for designing advertising and personal selling messages.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand the communication objectives behind advertising and promotions.
- CO2: understand the various advertising and media elements in the advertising decisions.
- CO3: identify the ethical and legal issues of advertising.
- CO4: comprehend the importance and role of personal selling.
- CO5: understand the process of personal selling.

Unit I: Introduction to Advertising
Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection- basis; Methods of setting of Advertising Budget.
Unit II: Advertising: Message and Media Decisions
Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.
Unit III: Advertising Effectiveness and Institutional Framework
Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).
Unit IV: Introduction to Personal Selling
Concept of Personal Selling and Salesmanship; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives.
Unit V: Personal Selling Process
Prospecting,; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit



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Suggested Readings

- Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education.
- Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), Selling: Principles and Practices, McGraw-Hill.
- Gupta, Ruchi (2017), Advertising, Scholar Tech Press.
- Futrell, Charles (2013), Fundamentals of Selling, McGraw Hill Education.
- Kapoor, Neeru. Advertising and Personal Selling, Pinnacle Learning.
- Sharma, Kavita (2018), Advertising: Planning and Decision Making, Taxmann Publication Pvt. Ltd..


Additional Reading

- Castleberry, S.B. and Tanner, J. E. (2013), Selling: Building Relationships, McGraw Hill Education.
- Shah, Kruti and A. D'Souza (2008), Advertising and Promotions: An IMC Perspective, McGraw Hill Education.

Note: Latest edition of the books should be used.


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