



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

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Programme Name: PGDM

Term: IV

Name of the Course: Advertising and Sales Promotion

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kala Mahadevan

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Weblink:

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**Learning Objectives:**

- 1) To understand sales function, process & its compete Management to become successful Sales Manager
  - 2) To understand sales planning coordination and its people function to successfully carry out all sales management activities to achieve maximum growth & profit for its company
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**Reference Books:**

- 1) Sales Management – Douglas Dalrymple, William Cron, Thomas E. Decarlo
- 2) Sales Managment – Still, Cundiff & Govoni
- 3) The New Sales Manager – Walter Vieira
- 4) You Can Sell – Shiv Khera
- 5) Advertising & Promotions – Batra
- 6) Sales & Distribution Management – An Indian Perspective – Pingali Venugopal



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction to Selling & Sales Mgmt.	<ul style="list-style-type: none"><li>● Newspaper Article - Hul - Harsh Manawani,</li><li>● Educational video on importance of sales career</li><li>● Educational Video on " Shift happens"</li></ul>	<ul style="list-style-type: none"><li>● Introduce Sales as Concept</li><li>● Showcase the importance of sales / sales Function/ to the organisation</li><li>● Share famous Examples from Industry</li></ul>	
2	Introduction to Selling & Sales Function	<ul style="list-style-type: none"><li>●</li><li>● Mcdonalds Case Study</li><li>● FabIndia Case Study</li></ul>	<ul style="list-style-type: none"><li>● Understand sales Management<ul style="list-style-type: none"><li>○ Define</li><li>○ Process</li><li>○ Linkage to other functions</li></ul></li></ul>	
3	Understanding Personal Selling	<ul style="list-style-type: none"><li>● HDFC Banking case study</li></ul>	<ul style="list-style-type: none"><li>● Personal Selling Process</li></ul>	



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		<ul style="list-style-type: none"> <li>• Role Play with Students</li> </ul>	<ul style="list-style-type: none"> <li>• Difficulty of Personal selling</li> <li>• Challenges &amp; 21<sup>st</sup> century personal Selling</li> </ul>	
4	Sales Planning	<ul style="list-style-type: none"> <li>• Indian Hotels Case Study</li> <li>• Fabindia Soap Case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding &amp; application of Sales Planning Process</li> </ul>	
5	Sales Forecasting	<ul style="list-style-type: none"> <li>• Disney Land case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding Sales Forecasting</li> <li>• Forecasting techniques</li> <li>• Application &amp; usage of these techniques</li> </ul>	
6	Sales Budgeting	<ul style="list-style-type: none"> <li>• In- Class Exercises for Preparing Budgets</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding sales budgeting</li> <li>• Three approaches to Sales budgeting</li> </ul>	
7	Sales Territory Management	<ul style="list-style-type: none"> <li>• NIIT case study</li> <li>• Tea Powder Case Study</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding Generating new Accounts</li> <li>• Sales person allocation to the territory</li> <li>• Effective Territory Management</li> </ul>	
8	Sales Promotion	<ul style="list-style-type: none"> <li>• Sales Promotion Case Study</li> <li>• Newspaper article / Clippings for actual sales promotions</li> <li>• In Class Exercises for offering best sales Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding Types of sales promotions</li> <li>• Allocation of Sales Promotion from the required budgets</li> <li>• Maximum utilisation of the sales Promotion</li> </ul>	



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9	Sales Force Organisation	<ul style="list-style-type: none"> <li>● Tesco Case study</li> <li>● Amul Case study</li> </ul>	<ul style="list-style-type: none"> <li>● Understanding guiding principles behind sales force organisation</li> <li>● Types &amp; forms for sales organisation</li> </ul>	
10	Sales force Recruitment, training & development	<ul style="list-style-type: none"> <li>● Infosys case Study</li> <li>● Role play for Recruitment</li> </ul>	<ul style="list-style-type: none"> <li>● Understanding sales force recruitment &amp; training &amp; development</li> <li>● Methods / process &amp; Challenges</li> <li>● Best Industry wise Practises</li> </ul>	
11	Sales force Motivation & Compensation	<ul style="list-style-type: none"> <li>● Raju Cab Case Study</li> </ul>	<ul style="list-style-type: none"> <li>● Understanding What Motivates sales people</li> <li>● How Compensation be understood for better sales force performance</li> <li>● Methods of compensating salesforce</li> </ul>	
12	Sales force Control & Evaluation		<ul style="list-style-type: none"> <li>● Evaluating Sales force and control measures</li> </ul>	
13	Leading the sales Force	<ul style="list-style-type: none"> <li>● Video On Leadership</li> </ul>	<ul style="list-style-type: none"> <li>● Leadership Styles</li> <li>● Famous Leaders Examples – Leading styles</li> </ul>	
14	Project Presentation			
15	Project Presentation			



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**2. Practical Approach : Other activities (Atleast 4 distinct activities)**

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Coverd</b>	<b>Learning outcomes</b>	<b>Source</b>
1	Role Play			
2	Industry Visit			
3	Academic Projects			
4	Book Review			
5	Group Discussion			
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	yes	20
Presentation	yes	20
Case Study		
Participation	yes	10
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**