



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

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:

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:

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



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



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



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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
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:

Component	Details	Marks
Class Test	yes	20
Presentation	yes	20
Case Study		
Participation	yes	10
Others		

Signature of Faculty

Signature of the Co-ordinator