UNIVERSITY OF CALCUTTA

Notification No. CSR/ 12 /18

It is notified for information of all concerned that the Syndicate in its meeting held on 28.05.2018 (vide Item No.14) approved the Syllabi of different subjects in Undergraduate Honours / General / Major courses of studies (CBCS) under this University, as laid down in the accompanying pamphlet:

List of the subjects

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Subject</th>
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<tbody>
<tr>
<td>1</td>
<td>Anthropology (Honours / General)</td>
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<td>Mathematics (Honours / General)</td>
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<td>Physical Education (General)</td>
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<td>Botany (Honours / General)</td>
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<td>Chemistry (Honours / General)</td>
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<td>Social Science (General)</td>
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<td>English (Honours / General/ LCC1/ LCC2/AECC1)</td>
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<td>Environmental Science (Honours / General)</td>
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<td>Environmental Studies (AECC2)</td>
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<td>Film Studies (General)</td>
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<td>Zoology (Honours / General)</td>
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<td>17</td>
<td>Food Nutrition (Honours / General)</td>
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<td>Industrial Fish and Fisheries – IFFV (Major)</td>
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<td>18</td>
<td>French (General)</td>
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<td>Sericulture – SRTV (Major)</td>
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<td>19</td>
<td>Geography (Honours / General)</td>
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<td>Computer Applications – CMAV (Major)</td>
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<td>Geology (Honours / General)</td>
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<td>Tourism and Travel Management – TTMV (Major)</td>
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<td>Hindi (Honours / General /LCC2/AECC1)</td>
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<td>Advertising Sales Promotion and Sales Management – ASPV (Major)</td>
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<td>22</td>
<td>History (Honours / General)</td>
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<td>Communicative English –CMEV (Major)</td>
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<td>23</td>
<td>Islamic History Culture (Honours / General)</td>
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<td>Clinical Nutrition and Dietetics CNDV (Major)</td>
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<td>24</td>
<td>Home Science Extension Education (General)</td>
<td>52</td>
<td>Bachelor of Business Administration (BBA) (Honours)</td>
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<td>House Hold Art (General)</td>
<td>53</td>
<td>Bachelor of Fashion and Apparel Design – (B.F.A.D.) (Honours)</td>
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<td>Human Development (Honours / General)</td>
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<td>Bachelor of Fine Art (B.F.A.) (Honours)</td>
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<td>27</td>
<td>Human Rights (General)</td>
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<td>B. Music (Honours / General) and Music (General)</td>
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<tr>
<td>28</td>
<td>Journalism and Mass Communication (Honours / General)</td>
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The above shall be effective from the academic session 2018-2019.

SENATE HOUSE
KOLKATA-700073
The 4th June, 2018

(Dr. Santanu Paul)
Deputy Registrar
**Core Courses CC**  | **AECC**  | **SEC**  | **DSE**  | **GE**  | **Credits**
--- | --- | --- | --- | --- | ---
**SEM 1** | CC1 - Introduction to Marketing Management-I  
CC2 - Advertising I | AECC I - Communicative English / MIL |  |  | GE1  
CC1=6  
CC2=6  
AECC=2  
GE1=6 | **Total=20**
**SEM 2** | CC3 - Introduction to Marketing Management II  
CC4 - Advertising II | AECC II - Environmental Studies |  |  | GE2  
CC3=6  
CC4=6  
AECC=2  
GE2=6 | **Total=20**
**SEM 3** | CC5 - Personal Selling in Marketing  
CC6 - Sales Promotion  
CC7 - Brand Management | SECA(1)  
(Any One)  
Copy Writing  
OR  
Content Writing |  |  | GE3  
CC5=6  
CC6=6  
CC7=6 | **SECA=2**  
**GE3=6**  
**Total=26**
**SEM 4** | CC8 - Sales Force Management-I  
CC9 - Public Relations & Publicity  
CC10 - Legal Aspects of Marketing & Advertising | SEC B(2)  
(Any One)  
Business Communication & Personality Development  
OR  
Graphics Designing & Product Photography |  |  | GE4  
CC8=6  
CC9=6  
CC10=6  
SEC2=2  
GE4=6 | **Total=26**
**SEM 5** | CC11 - Sales Force Management – II  
CC12 - Internship |  | DSE A (1)  
(1) Integrated Marketing Communications  
OR  
(II) Rural Marketing & Service Marketing  
B (1) Retail Business Management |  | CI1=6  
CC12=6  
DSE=6+ 6 | **Total=24**
MARKS DIVISION

FOR ALL CC PAPERS: (Except CC12 & CC14)

- Internal – 10 marks
- Attendance – 10 marks
- Tutorial – 15 marks
- End Semester – 65 marks

FOR ALL DSE PAPERS

- Internal – 10 marks
- Attendance – 10 marks
- Tutorial – 15 marks
- End Semester – 65 marks

FOR ALL SEC PAPERS

- Internal – 10 marks
- Attendance – 10 marks
- End Semester – 80 marks

N.B. For CC12 & CC14

- Internal – 10 marks
- Attendance – 10 marks
- End Semester – 80 marks (Project Report 50 marks + Viva voice Examination 30 marks)

Total=24

Grand Total 140
Semester 1:

Paper- Core Course-1 - Introduction to Marketing Management-I

Unit I:
Marketing: Concept, Nature, Functions & Importance; Selling vs. Marketing; Marketing Environment: Nature, Types & Strategies to deal with Internal & External (Micro& Macro) Marketing Environment; Ethical & Social Responsibilities of Marketing

Unit II:
Definition, Objectives, Marketing System, Types of Marketing; Marketing Information System: Definition and Components; Marketing Research: Process & Significance

Unit III:
Consumer Behaviour & its characteristics, Factors Influencing the Consumer Behaviour, Consumer Buying Process, Buying Motives, Consumer Markets in India, Models of Consumer Behaviour- Phenomenological models, Logical Models (short explanation with example of each), Theoretical model (Howard-Sheth Model)

Unit IV:
Market Segmentation: Concept, Importance and basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary issues in Marketing

Suggested Readings
- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Kotler,Keller,Koshy And Jha “Marketing Management” 13th edition Pearson Education
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Evance&Berman “Marketing Management”2007, Cenage Learning
- Medialial,Lamb,Hair “Principles Of Marketing 2008”Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Muffling Boston

Paper- Core Course -2 - Advertising I

Unit I:
Advertising: Meaning, Features, Functions; Setting of Advertising objectives; Advertising Budget;

Unit II:
Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)

Unit III:
Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors Affecting Media Choice;

**Unit IV**

Various classifications of Advertising:
- i) Primary Demand & Selective Demand
- ii) Commercial & Non-commercial advertisements
- iii) Classify & Display advertisements
- iv) Consumer & Business advertisements
- v) Cooperative advertisements

**Unit V:**

Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising

**Unit VI:**

Advertising Appeals

**Unit VII:**


b. Advertising and Indian Art and culture- Historical Perspective of Advertising; Folk Media; Folk Theatre forms (Tamasha, Nautanki, Jatra); Ajanta Cave Painting, Kalighat Pot Painting; Colour Appeals, Indian Appeals of Colour, General Appeals of colour; Indian Body Language; Six Limbs of Indian Art; Durga Puja; Basics of Indian Music and Dance.

c. Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle

d. Misleading and Deceptive advertisements

**Suggested Readings:**

- Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
- Manendra Mohan- Advertising Management; Tata McGraw Hill
- Promotion- Stanley
- George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill
- Handbook of Journalism and Mass Communication by Vir Bala Aggarwal, V.S. Gupta
- Mass Communication in India- Keval J. Kumar
- Abhinay Darpan- Ashok Nath Sasthri (Bengali)
- Bharater Nrityakala- Gayatri Chattopadhyay
Semester 2:
Paper- Core Course -3- Introduction to Marketing Management II

Unit- I:
Marketing Management: Concept Philosophy & Process; Marketing Mix: Definition, Importance & Factors Determining Marketing Mix; Meaning & Nature of Product, Concept of Product Mix; Product Planning and New Product Development; Product Life Cycle; Product Packaging: Definition, Functions And Requisites Of Good Packaging, Labeling

Unit II:
Pricing: Concept, Objectives & Factors Affecting Price of A Product, Pricing Policies And Strategies, Types of Pricing Decisions, Pricing Methods

Unit III:
Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels

Unit IV:
Promotion: Meaning, Nature & Importance, Tools of Promotion, Concept of Promotion Mix and Factors Affecting Promotion Mix, Emerging Trends in marketing

Unit V:
Direct Marketing: Features, functions, Advantages, Disadvantages and Direct Marketing Strategies

Suggested readings

- Kotler,Keller,Koshy And Jha “Marketing Management” 13th edition Pearson Education
- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Mcdenial,Lamb,Hair “Principles Of Marketing 2008” Cenage Learning
- William M. Pride and O.C Ferrell: Marketing; Houghton - Mafflin Boston
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois
- George E. Belch, KeyoorPurani: Advertising and Promotion; Tata McGraw Hill
- George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising and Promotion; Tata McGraw Hill
Paper- Core Course -4- Advertising II

Unit I:
Media planning - • The function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods

Unit II:
Importance of Media Research in planning; Sources of media research • Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessmen’s readership survey • Television • Audience measurement • TRP •National television study • ADMAR satellite cable network study • Reach and coverage study • CB listenership survey

Unit III:
Selecting suitable media options- TV, Radio, Magazine, Newspapers, Pamphlets and brochures, direct mail, outdoor media

Unit IV:
Criterion for selecting media vehicles: Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print)

Unit V:
Media Timing- Scheduling; Scheduling and budget allocation

Unit VI:
Evaluation of Advertising Effectiveness

- Importance And Difficulties
- Methods Of Measuring Advertising Effectiveness
  i) According To Time (Pre And Post Testing)
  ii) According To Objective (Communication And Sales)
  iii) According to technique (experiment And Survey)
- Pre-testing Method
  i) Measuring Consumer Awareness
  ii) Direct Mail Test
  iii) Mechanical Method
  iv) Psychological Scoring Method
  v) Sales Experiment
- Post-testing Method
  i) Recognition Method
  ii) Recall Test
  iii) Attitude Change Rating
  iv) Sales Test
  v) Enquiry Test
Unit VII:

Advertising Agency

- Their role and importance in Advertising
- Broad Functions
  i. As consultant to clients --- Formulation Of Advertising Campaigns
  ii. Placing Of Advertising
- Reasons For Having advertising Campaigns
- Advertising Agencies
  i. Organization Pattern – Organization structure, Function
  ii. Definition Of Different Departments - Plan Board, Creative Services, Marketing Services, Account Management, Finance
- Range Of Other Services offered
- Selection Of Advertising Agency
  i. Factors Considered
  ii. Steps In Selection
- Agency Commission and Fee

Unit VIII:

- Advertising Department
  Its Function And Organization

Suggested Readings

- Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
- James R Adams, Media Planning-Business books 1977
- Advanced M.P.-John R Rossister, Kluoer Academic publications 1998
- Promotion- Stanley
- Advertising And Sales Promotion - S H HKazmi, Satish K Batra
- Advertising Management: Concepts and Cases Manendra Mohan, Tata McGraw-Hill Education
Semester 3:
Paper- Core Course-5- Personal Selling And Salesmanship

Unit I:
Nature and Characteristics and Importance of Personal Selling

- Door to door selling
- Nature & Characteristics of Personal selling
- Strength and weakness
- Role of Personal Selling in Marketing
- Professionalising Salesmanship
- Situations where Personal Selling is more effective than Advertising
- Cost of Advertising Vs Cost of Personal Selling

Unit II:
AIDA model of selling

- Selling situations
- Types of sales person
- Buyer seller Dyad
- Diversity of Personal Selling
- AIDA theory in selling
- Peddlers
- Professionals sales person
- Peddler VS professional sales person
- Industrial sales person

Unit III:

- Types of Market –
  - Consumer and industrial markets
  - Characteristics and implications for selling function:
- Difference between organisation and consumer behaviour
- Organisation buyer behaviour
- Factor affecting organization buyer behaviour

Unit IV:

Background Knowledge essential to sales person-

- Knowledge of products
- Company and competition
- Different stages of personal selling process

Unit V:

Qualities of successful sales person with particular reference to consumer services

- Personal selling skills
• Personal development- Goal Setting
• Positive mental attitude
• Effective Communication
• Art of persuasion
• Time Management

**Suggested Readings**

• Personal Selling and SalesmanshipPaperback– 2018 by Neeru Kapoor

• Salesmanship Practices and ProblemsPaperback– Import, 15 Mar 2007 by Bertrand R. Canfield

• Personal Selling by M. C. Cant, C. H. van Heerden

• Selling & Sales Management6th Edition by David Jobber, Geoff Lancaster


• Sales force Management by Still, Cundiff & Govoni

**Paper- Core Course-6- Sales Promotion**

**Unit I**

Nature and importance of sales promotion, its role in marketing.

**Unit II**

Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.

**Unit III**

Major tools of sales promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Prince packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialities and novelties, Developing a sales promotion programmes, pre testing implementing, evaluating the results and making necessary modification.

**Unit IV**

Integration of Sales Promotion with advertising

**Suggested Readings**

• The Spin Selling Field book: Practical Tools, Methods, Exercises and Resources by Neil Rackham

• Sales Promotion Essentials: The 10 Basic Sales Promotion Techniques-- And How to Use Them by Don E Schultz

• Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch

• Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Belch

• Fundamentals of Selling: Customers for Life Through Service by Charles M Futrell
**Paper Core Course -7- Brand Management**

**Unit I:**

Brand Management: Definition, History, Global Brands, Brand Orientation, Role of Social Media in Marketing Brands

**Unit II:**

Important Concepts of Brand Management: Definition of Brand, Brand name, Brand Attributes, Brand Positioning, Brand Identity, Sources of Brand Identity, Brand Image, Brand Personality, Brand Awareness, Brand Loyalty, Brand Association, Brand Preference, Building a brand, Brand Equity, Brand Equity and Customer Equity, Brand Extension, Co-Branding

**Unit III:**

- Branding Decisions:
  i) Branding decisions
  ii) Brand Sponsor decision
  iii) Brand name decision
  iv) Brand Strategy Name
  v) Brand Repositioning;
- Tips for successful brand management

**Suggested Readings**

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Service Management and Marketing: Customer Management in Service Competition By Christian Grönnroos
- What is a Brand: Building Equity through Advertising-John Philip Jones- Tata McGraw Hill
- Product and Brand Management: U.C. Mathur- Excel Books
- Brand Positioning: Strategies for Competitive Advantage- SubrotoSengupta

**Paper- Skill Enhancement Course- A(Any One)–Copy Writing OR Content Writing**

**Copy Writing**

**Unit I:**
Copy writing, Introduction, Responsibility of copy writer, Attributes of a good copy writer, Principles of copy writing

Unit II:
How to write an effective advertising copy, Application of AIDA copy writing

Unit III:
Teaser Campaign and Campaign

Unit IV:
Writing for print media: Headlines • Sub headlines • Body Copy • Body of the Body Copy • Slogan • Captions • Structuring the copy

Unit V:
Understanding the medium and writing for TV, Cinema, Radio, Innovativemedium, Internet, SMS

Unit VI:
Principles of writing press release copy

Unit VII:
Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising

Unit VIII:
Different types of Copy • Advertorial • Infomercial • Comparative copy • Copy for different languages

Suggested Readings
- Hey Whipple Squeeze This – A guide to creating great ads by Luke Sullivan
- Cutting Edge Advertising – Jim Aitchison
- Production and creativity in Advertising- Robin B Evans- Wheeler Publishing
- Advertising and Sales Promotion- S.H.H. Kazmi&Satish Kumar Batra- Excel Book
- Foundations of Advertising- Theory and Practise-Sethia and Chunawala

Content Writing
- What is Content Writing and how is it different from copywriting
- Evolution of Content Writing
- Scope of Content Writing
- Types of Content Writing
  i) Article
  ii) Blogs
  iii) Web Content
- Tools of Content Writing
- Relationship between marketing and content writing (inbound marketing, direct marketing, relationship building and management, brand building)

Suggested Readings
- Content Strategy for the Web 2nd Edition by Melissa Rach& Kristina Halvorson- About Melissa Rach& Kristina
Semester 4

Paper Core Course -8- Sales Force Management-I

Unit I:
Importance of sales force and its management and introduction regarding what is sales force and its management.

Unit II:
FUNCTIONS OF SALES MANAGERS (Brief)

- **Planning Functions:**
  a) Setting the sales objective
  b) Designing the sales programme
  c) Formulating Policies
  d) Designing and development of the Sales Organization
e) Participating in the marketing planning function.

- **Operating Functions:**
  i. Management of sales forces
   a) Recruitment
   b) Selection
   c) Training
   d) Development
   e) Control
   f) Motivation
   g) Direction
   h) Control
   i) Territory Management
  ii. Establishing working relationship with other Departmental Heads.
  iii. Establishing Communication System both upward and downward.

**Unit III:**

**RECRUIMENT AND SELECTION:**

- **Recruitment**
  What is recruitment?
  Recruitment Sources - advertisement, employment agencies, educational institutions, salesman of Non-competitor companies, salesman of competing companies, inter transfer, recommendation of present salesman.

- **Selection**
  Importance and Need for selection
  Selection policy decision
  Selection tools
  Difficulties to be encountered in selection the right personnel
  Interview type.

**Unit IV:**

- **Training And Direction**
  i. Need of training
  ii. Objectives of training
  iii. Advantages of good training programme
  iv. Deciding training content
  v. Selecting training methods
  vi. Organization for sales training
  vii. Evaluation of training programme
  viii. Informal training

- **Direction**
  i) The essence of sales leadership
  ii) Sales managers' leadership roles
iii) Individual leadership skills

Unit V:

MOTIVATION AND COMPENSATION

- Meaning of motivation, Motivation Theories (in brief), Need for motivating the sales force.
  - Motivational techniques e.g.
    a) Meeting between managers and sales force
    b) Clarity of job
    c) Sales targets or quotas
    d) Sales contest
    e) Sales convention and conferences
    f) Positive affect – praise, feedback, warmth and understanding of personal problems, etc.
    g) Leadership style of manager
    h) Freedom to work
    i) Reward and recognition
    j) Persuasion
    k) Financial Incentives, Fringe benefits.

Unit VI:

APPRAISAL OF PERFORMANCE

- Need for appraisal of performance
- Some basic issues involved in appraisal of performance. Viz: Evaluation based on qualitative, vis-a-vis quantitative data, comparison of the results of evaluation, problems of determining standard of performances, periodicity of evaluation, Company Data Base as a basis of developing the system of evaluation etc.
- Performance Standards Viz: Sales quotas, Sales coverage effectiveness index, Sales expense ratio, Net profit ratio or gross margin rates per territory, call frequency ratio, Calls per day, average cost per call.

Suggested Readings

- Sales Promotion: How to Create and Implement Campaigns that Really Work Book by Julian Cummins
- How to Sell More Stuff!: Promotional Marketing That Really Works by Steve Smith
- Building a Winning Sales Management Team: The Force Behind the Sales Force – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Force Design for Strategic Advantage – Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer
- Sales Management: Still, Cundiff, Govoni

Paper- Core Course- 9 - Public Relations and Publicity

Unit I:
Public relations: Meaning; features, growing importance, role in marketing.

**Unit II:**
Major tools of public relations: News, Speeches, Special Events, handouts and leaflets, audio – visual, public service activities, miscellaneous tools.

**Unit III:**
Public Relations Strategies

**Unit IV:**
Publicity: Meaning, Goals, Importance, PR Vs Publicity

**Suggested Readings**

- Publicity and Public Relations (Barron's Business Library) Paperback– Bargain Price, January, 2001 by Dorothy I. Doty (Author), Marilyn Pincus (Author)
- Public Relation Today (In the Indian Context)-SubirGhosh (Rupa& Co.)
- Public Relations- Moore &Kalupa (Surjeet Publications)
- Spinglish: The Definitive Dictionary of Deliberately Deceptive Language by Henry Beard
- The PR Masterclass: How to Develop a Public Relations Strategy that Works! by Alex Singleton
- Handbook of Public Relations in India- D.S. Mehta (Allied Publishers Pvt. Ltd.)

**Paper Core Course – 10: Legal Aspects of Marketing& Advertising**

**Unit I:**

**Unit II:**
The Prevention Of Food Adulteration Act 1951: Features, Adulteration Of Food And Penalties • The Drugs And Magic Remedies (Objectionable Advertisement) Act 1954: Advertisements Related To Self Medication And Harmful Drugs, Prohibition Of False Claims • The Bureau Of Indian Standards Act 1986 : Features, Procedure For BIS Standards, Offences And Penalties • The Agricultural Produce Grading And Marketing Act (AGMARK) 1937: Features, Offences And Penalties

**Unit III:**
The Trademarks Act 1999: Features, Trademarks, Offences And Penalties • The Patents Act 1970 : Features, Patents, Offences And Penalties • The Information Technology Act 2000: Features, Digital Signature, Digital Signature Certificate And Certifying Authorities

**Unit IV**
The Standards Of Weights And Measures Act 1976: Features, Rules Applicable To Retail Business • The Packaging Rules: Rules Related To Only Small And Retail Products • The Competition Act : Features, And Regulatory Framework For Retail Business
Unit V
Legal and Ethical Aspects of Sales Promotion, Public Relations

Unit VI
Advertising Regulations Agencies, Advertising Regulations

Suggested readings

- Datey V.S. “Student guide to Economic laws” 2010 Taxman publication
- Promotion by Stanley

Skill Enhancement Course- B- (Any One) Business Communication and Personality Development OR Graphics Designing & Product Photography

Business Communication & Personality Development

Unit I:
Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II:
Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters.

Unit III:
Sales Report Writing- Characteristics, Importance, Elements of structure.

Unit IV:

Unit V:
Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.
Graphics Designing & Product Photography

Unit I:

Graphics Designing

- The history of graphic design.
- Elements of Graphic Designing
- What a layout is and how to create an effective one.
- Principles of Graphics Designing
- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About colour theory and its implications in Graphic Design.
- How to use art criticism effectively.
- About Graphic Design as a career.
- Layout of Print Media

Unit II:

Introduction to Product Photography

Suggested Readings

- How to be a Graphic Designer, Without Losing Your Soul by Adrian Shaughnessy
- Thinking With Type by Ellen Lupton
- Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler
- Making and Breaking the Grid: A Layout Design Workshop by Timothy Samara
- Elements of Graphic Design by Alex White
- Graphic Design: The New Basics by Ellen Lupton, Jennifer Cole Phillips
- Graphic Design, Referenced by Armin Vit, Bryony Gomez-Palacio

Semester 5:

Paper- Core Course - 11- Sales Force Management – II

Unit I:

SALES FORCE SIZE

- What is sales force size?
- Need for determining size
- Models available to aid and assist determination of right – size , Viz marginal Model and sales potential model
- Limitations of determining sales force size.

Unit II:
ORGANIZATION OF SALES DEPARTMENT

- Need for sales organization
- Developing a sales organization
- Basic types of organization, viz. Line and staff
- Geographic product and market based sales organization.

Unit III:

SALES PLANNING AND CONTROL

A. Nature and importance of sales planning

B. Sales control
- Nature
- Objectives
- Process
- Difficulties

C. Market analysis

D. Sales Forecasting
- Definition
- Importance
- Factors governing sales forecasting
- Limitations.

E. Methods of forecasting
- Composite sales force opinion method
- Executive opinion method
- User's expectation method
- Experts opinion method
- Part trend sales and trend method
- Market test method
- Market factor analysis

Unit IV:

Sales Budget

- Meaning and importance of sales budget
- Use of sales budget
- Methods of sales budgeting
  i. Rules of thumb
  ii. Competitive parity method
  iii. Objective and task method
  iv. Zero based budgeting
- Preparation of sales budget
  i) Review and analysis of marketing environment
  ii) Overall objectives
  iii) Preliminary plan for allocation of resources
- Budget implementation: establishment of feedback mechanism.
Unit V:

SALES TERRITORY

i. Concept of sales territory
ii. Reasons for establishing or reviewing sales territory
iii. Determination of basic control unit for territorial boundaries.
iv. Deciding in allocation criteria
v. Choosing a starting point
vi. Combining of adjacent units
vii. Assigning territories to sales people
viii. Approaches commonly used for designing sales territory Viz. Market build up approach, the work load approach

Unit VI:

SALES QUOTA

i. Meaning and importance of sales quota
ii. Objectives
iii. Types
iv. Advantages and disadvantages
v. Administration
vi. Uses

Suggested Readings

- High-Profit Selling: Win the Sale Without Compromising on Price by Mark Hunter
- Personal Selling & Salesmanship by Still & Cundiff
- The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales by Trish Bertuzzi
- Snap Selling: Speed Up Sales and Win More Business with Today’s Frazzled Customers by Jill Konrath
- Jill Rowley on #SocialSelling: 140 Tweets on Modern Selling the Social Way by Jill Rowley
- The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results by Brent Adamson, Matthew Dixon, Pat Spenner, and Nick Tolman
- Cracking the Sales Management Code by Jason Jordan
- Solve for the Customer: Using Customer Science to Build Stronger Relationships and Improve Business Results by Denis Pombriant
- Disrupting Digital Business: Create an Authentic Experience in the Peer-to-Peer Economy by R “Ray” Wang
- CRM at the Speed of Light by Paul Greenberg
- Sales Management : Still, Cundiff, Govoni

**Paper- Core Course-12- Internship**

Each student of the Course shall undergo Practical Internship of four weeks during the fifth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit two copies of training report duly endorsed by the organisation. The internship report will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.
The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

The Head of the organisation imparting training shall furnish a confidential report regarding attendance and an assessment of the performance of every student duly endorsed by the guide from the organisation to the Principal of the College concerned which will be taken into account at the time of final evaluation/viva-voce examination.

Report Content

- History & Structure of the Organisation
- Broad functions of the organisations
- Functions of different departments of the organisation
- Interdepartmental relationship
- Functions of the departments worked in
- Job Description in details
- Practical Gains from the training
- Realisation
- Conclusion

Discipline Specific Elective Course- A (1) IMC(Integrated Marketing Communication) OR Rural Marketing& Service Marketing

**B(1) Retail Business Management**

**A(1) IMC (Integrated Marketing Communication)**

**Unit I:**
Role of IMC in Marketing Process, Communication process; Effectiveness of Marketing Communications

**Unit II:**
Steps involved in developing IMC Programme

**Unit III:**
Marketing Communications in various stages of Product Life Cycle

**Unit IV:**
Marketing Communication through Product cues, Marketing Communication through Price cues, Place as a component in Marketing Communication, Promotion as a component in Marketing Communication.

**Suggested Readings:**

- Kotler “Marketing Management”, 8th Edition
- Kotler, Armstrong, Agnihotri, Haque- Principles of Marketing- South Asian Perspective (Pearson)
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan
- Marketing Communication: Principles and Practice By Richard J. Varey
- Integrated Marketing Communications: A Primer By Philip J. Kitchen; Patrick De Pelsmacker
- Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries By Larissa A. Grunig; James E. Grunig; David M. Dozier
A(1) OR Service Marketing & Rural Marketing

Unit I:
Service Marketing- Introduction: Concept of Services, nature, characteristics, reasons for growth, Indian scenario, and differentiation of services

Unit II:
Managing Services: • Service marketing mix: elements service product development • Service pricing methods • Place – Managing channels and intermediaries for service delivery • Promotion mix for services.

Unit III:
Service Marketing in organizations:- • Travel & Tourism • Health Care • Financial Services • Educational Services • Information Technology & Communication Services

Unit IV:
Case lets

Unit V:
Rural Marketing- Introduction: Concept, Nature & scope, Importance of rural marketing, evolution of rural marketing, rural vs. urban markets, rural marketing environment and its impact on marketing strategies, challenges of rural marketing, Thompson Rural Market Index.

Unit VI:
Rural Consumer : Characteristics of rural buyer; factors affecting rural buying behaviour, buying pattern of rural consumers, rural market segmentation; Product planning, quality strategy, packaging strategy, branding strategy, promotional strategy, pricing strategy, distribution and logistics in rural markets.

Unit VII:
Marketing of agricultural inputs: Concept of agricultural inputs, co-operative marketing, Contract Farming, public distribution system, agricultural marketing in India – problems and prospects.

Unit VIII:
Financial Institutions in Rural Market: NABARD, State Co-operative Banks, Commercial Bank, Kisan Credit Card Scheme

Unit IX:
Case lets

Suggested Readings:
B (1) Retail Business Management

Unit I:
Retailing: Concept, Scope and Retail Management. Theories Of Retail Development (Wheel Of Retailing, Retail Accordation, Melting Pot Theory, Polarisation Theory). Contribution of Retailing To Indian Economy. Retail Environment in India, Foreign Direct Investment (FDI) In Retail, Changing Scenario Of Retail business In India

Unit II:

Unit III:
Retail Location: Meaning, Importance, Process and Factors Affecting Location, Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandising.

Unit IV:
Franchising: Definition, Types and Evolution. Franchising Law In India. Outsourcing: Definition, Scope and Importance. Introduction of the Concept Of VAT In Retailing. CRM in Retail: Concept, Types of CRM, Application Of CRM In Retailing, Strategic Framework For CRM In Retail.

Unit V:
Manufacturer Distributor Network Relationship

Suggested Readings:
- Ramaswamy VS, Namakumari “Marketing Management” Macmillan
- Marketing Management by Philip Kotler, 8th Edition
- Gibson &Vedamani “Retail Management” Jayco Books
- Bajaj ,Tuli,&Srivastava ““Retail Management”OxfordUniversity Press
- Berman Barry &Evance J.R “Retail Management” Prentice Hall India
- Jain J.N.& Singh P.P “ Modern Retail Management – Principal And Techniques ” Regal Publications
- Madan K.V.S “ Fundamental S Of Retailing” Mcgraw-Hill
- SwapnaPradhan “Retailing Management- Text And Cases” Tata Mcgraw-Hill • Peelen Ed “Customer Relationship management 2009” Pearson Education
- Gilbert D “Retail Management” Pearson Education
Semester 6:

Paper- Core Course- 13- Entrepreneurship Development

- Unit-I Definition of Entrepreneurship, Entrepreneur, features of Entrepreneurship, functions of Entrepreneurship, Entrepreneurship & Creativity, Definition of Innovation, and Social Responsibility and Business Ethics, Environmental Awareness
• **Unit-II** Evolution of Entrepreneurship in India, Different forms of Entrepreneurship, Small business Entrepreneurship, Roll of small business Entrepreneurship in Indian Economy, Problems of small business Entrepreneurship in India, Industrial and Economic Policies declared by the Government from time to time

• **Unit-III** Financial Institution –SIDBI, TFCI, Commercial Bank etc. Identification of Opportunities, SWOT Analysis, Decision Making, Choice of Technology, Make or Buy Decision, Exposure to demand based industries, resource based industries, service based industries, Import substitute and export promotion industries

• **Unit-IV** Project Formulation: concept, objective, preparation of a Project Plan, Project Cost Components, Economic Viability, Financial Feasibility, PERT and CPM

• **Unit-V** Human Resource Management- Importance, Role of HRD, Planning, Recruitment, Training and Development, Performance Management (Appraisal), Leadership, Reward Management (Motivation, Positive Reinforcement), Stress Management, HRIS (Human Resource Information System), Work-Life Balance

• **Unit VI:** Financing Procedure and financial incentive, costing and pricing, knowledge of capital market, working capital management, fund flow and cash flow, Financial ratios, Break-even Analysis, Management Information System (MIS), Financial Institutions

• **Unit VII:** Market Survey techniques, Elements of Marketing Management: Marketing Mix, Packaging, Analysis Marketing Opportunities, Planning and Implementing Marketing Strategies, New Product Development

• **Unit VIII:** Business and Industrial Laws; Licensing, Registration, Municipal Byelaws and Insurance coverage; Factory Act, Sales of Goods Act, Partnership Act; Income Tax, Sales Tax and Excise Tax; Pollution Control and Environmental Act.

**Suggested Readings:**

2. Bovee and Thill Business Communication Today, Pearson Education
3. Shirley Taylor, Communication for Business, Pearson Education
5. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
8. Stephen R. Covey; The seven habits of highly effective people
9. Entrepreneurship Development by Dilip Gangopadhyay
10. "The Attention Merchants: The Epic Scramble to Get Inside Our Heads" By Tim Wu
11. Entrepreneurial Development by Dr. S.S. Khanka – Chand publication
12. The Hard Thing About Hard Things by Ben Horowitz
13. Antifragile: Things That Gain from Disorder by Nassim Nicholas Taleb
Paper- Core Course 14- Project

Project work shall have to be undertaken during sixth semester by every student individually under the guidance of the teacher from the Colleges concerned/external expert in matters relating to the area of study, collection of data, preparation of questionnaire, compilation of data, use of relevant reading materials and presentation of report. Individual Report shall have to submit in two bound and typed copies to the College concerned in the form of a dissertation and duly endorsed by the course-co-ordinator and the Principal of the College concerned at least fifteen days before the commencement of the University examination. The report shall be jointly evaluated by one internal and one external examiner in a viva-voce examination.

Report Content:

- Introduction
- Objectives
- Study Area
- Research Methodology
- Data Analysis
- Interpretation
- Inference
- Executive Summary
- Conclusion
- Bibliography
- Annexure

Discipline Specific Elective Course – A (2) Digital Marketing  
B(2)Logistics Operations & Supply Chain Management  
OR  
Globalization & International Marketing

A (2)

Digital Marketing

Unit 1:

History, New non-linear marketing approach, Use in the digital era, Brand awareness: Ease of Access, Competitive advantage, Effectiveness; Latest developments and strategies; Ways to further increase the effectiveness of digital marketing
Unit II:
Channels; Multi-channel communications, Advantages and limitations

Unit III:

Unit IV:
Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowdsourcing), Web Marketing, Search Engine Optimisation (SEO), Online Advertising, Social Media Marketing (Facebook & Linkedin), Mastering Google (AdWords Advertising, Analytics & Applications), Micro Blogging - Twitter, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing, Video & Audio (Podcasting) Marketing

Suggested Readings:
- Ryan, Damian; Jones, Calvin (2009), Understanding digital marketing: marketing strategies for engaging the digital generation, Kogan Page
- Carter, Ben; Brooks, Gregory; Catalano, Frank; Smith, Bud (2007), Digital Marketing for Dummies, John Wiley & Sons
- Ramaswamy VS, Namakumari “Marketing Management” 4th Macmillan

B (2)
Logistics Operations & Supply Chain Management

Unit I:
Concept; Origin of the term, definition, Functions, Importance

Unit II:
Historical Developments

Unit III:
Business Process Integration

Unit IV:
Concept of Supply Chain Network

Unit V:
Components of Supply Chain Management, Reverse Supply Chain

Unit VI:
Global Application

Unit VII:
Skills, Competencies, Roles and Responsibilities of SCM professionals

Unit VIII:
B (2) OR
Globalisation and International Marketing

Unit I:
Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II:

Unit III:

Unit IV:
International Trade Organization: WTO, RTA, SAARC, ASEAN, BRICS and European Union. International Marketing Strategies

Unit V:
Selection of Retail Market, Study and Analysis Of Retailing In Global Setting, Internationalization Of Retailing And Evolution Of International Retailing Methods Of International Retailing.

Unit VI:
Concept of Foreign Direct Investment (FDI) and Multi-National Company (MNC)

Suggested readings
• Kotabe M, Helsen K. “Global Marketing Management” Wiley, Jhon&Sons,Inc
• NargundkarRajendra“ International Marketing” Excel Books
• Joshi Rakesh Mohan “ International Marketing” OxfordUniversity Press
• Kotabe,Pelose,Gregory And Helson“ International Marketing Management” Wiley, Jhon&Sons,Inc
• S.A.Sherlekhar: Marketing Management, Himalaya
• Govindarajan: Marketing Management: Concepts, Cases, challenges & Trends, PHI