



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

SALES AND PROMOTION MANAGEMENT								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
		L	T	P		C	CIA	SEE
CMBD30	Elective	4	-	-	4	40	60	100
		Contact Classes: 45		Tutorial Classes: Nil		Practical Classes: Nil		Total Classes: 45
Prerequisite: Marketing Management								

I. COURSE OVERVIEW:

Sales and Promotions Management is a specialized area of study that focuses on planning, organizing, and executing sales and promotional strategies to drive product or service sales and enhance brand visibility. This course aims to provide students or professionals with the knowledge and skills necessary to design and manage sales and promotional campaigns effectively.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The basic concepts of sales and promotion management.
- II. The importance of advertising and choosing appropriate advertising media.
- III. The concepts associated with sales management.
- IV. The different aspects in sales promotion.
- V. The aspects of sales distribution.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Discuss the fundamental concept and evolution of promotion in marketing to design, implement, and evaluate effective promotional strategies in diverse marketing contexts.
- CO2 Demonstrate the relevance of various types of Advertising to gain practical insights into the dynamic world of advertising and creative design to media selection and regulatory compliance, preparing them for careers in marketing and communications.
- CO3 Describe the importance of sales management, discern various selling types
- CO4 Explain the concept of effective sales force management techniques, including recruitment, training, motivation, compensation, and performance evaluation.
- CO5 Enumerate the relevance of sales promotion strategies
- CO6 Examine the need for the distribution channels.

IV. COURSE CONTENT:

MODULE - I: PROMOTION (08)

Introduction to Promotion, Concept, Evolution, Promotion Mix: Advertising, Sales Promotion, Personal Selling, Publicity, Public Relations, Direct Marketing, Word of Mouth, Online Marketing. Managing Promotional Tools: Direct Marketing, Direct Marketing Decisions, Direct Marketing Objectives, Advantages of Direct Marketing, Measurement of Direct Marketing Effort, Public Relations. Setting Objectives, Programme Implementation and Publicity.

MODULE - II: ADVERTISING AND ADVERTISING MEDIA (09)

A) Importance and Functions of Advertising, Role of Advertising, AIDA model, Types of Advertising, Advertising Plan, DAGMAR Approach, Visualization of Advertising Layout – Functions, Principles, and Elements of a layout.

B) **Types of Media:** Print, Electronic and Other Media; Merits and Demerits of each media. Media Planning: Frequency, Reach and Outcome. Appeals, Setting Advertising Objectives, Advertising Message, Advertising Budget, Evaluation of Advertising Effectiveness – Methods, and Regulation of Advertising in India – Misleading and deceptive advertising.

MODULE - III: SALES MANAGEMENT (09)

Importance, Types of Selling, Difference between Selling and Marketing, Sales Activities, Selling Skills, Selling Strategies, Selling Process, Sales Planning Process, Sales Forecasting Methods, Sales Budgeting Process.

Sales Force Management: Recruitment and Selection, Training, Motivation, Compensation, Control and Evaluation.

MODULE - IV: SALES PROMOTION (09)

Concepts, Need and Objective, Personal Selling vs. Advertising, Types of Sales Promotion, Sales Promotion Strategies: Sales Promotion and Product Life Cycle, Cross Promotion, Surrogate Selling, Bait and Switch advertising. Ethical and legal aspects of sales promotion.

MODULE - V: SALES DISTRIBUTION (10)

Distribution Channels, Need for Channels, Channel Intermediaries and Functions, Channel Structure, Channels for Consumer Products, Business and Industrial Products, Alternative channels, Channels for Rural Markets, Channel Strategy Decisions. Designing, Motivating and Evaluating Channel Members, Managing Retailers, Wholesalers, Franchisers. Managing Conflict, Reasons for Channel Conflicts. Managing International Channel of Distribution. Ethical issues in Sales and Distribution Management.

V. TEXT BOOKS:

1. Pingali Venugopal, Sales and Distribution Management, Sage Publications, 2e, 2021.
2. George E. Belch, Michel E. Belch, Keyoor Purani, Advertising and Promotion: An integrated marketing communication Perspective, McGraw Hill, 9e, 2017.
3. Terence A. Shimp, J. Craig Andrews, Advertising, Promotion, and other aspects of Integrated Marketing Communications, 9e, Cengage, 2016.
4. Ramendra Singh, Sales and Distribution Management: A Practice-Based Approach, 1e, Vikas, 2016.

VI. REFERENCE BOOKS:

1. Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford, 2015.
2. Richard R Still, Edward W Cundiff, Norman A P Govoni, Sales and Distribution Management, 5e, Pearson, 2011.

VII. Web References:

1. <https://www.studynama.com/community/threads/338-Brand-management-pdf-lecture-notes-ebook-download-for-mba-students>.
2. http://www.kvimis.co.in/sites/kvimis.co.in/files/ebook_attachments/Keller%20Strategic%20Brand%20Management.pdf.

VIII. E-Text Books:

1. <https://www.scribd.com/doc/17045977/product-and-brand-management-a-concise-note-on-everything-about-product-and-brand-management>.
2. http://iimsnepal.com/download/e%20book%20materials/mba%20ebook%20material/mba%204th%20semester%20ebook%20materials/dmgt508_product_and_brand_management.pdf.