



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		
CMBE31	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Marketing Management								
SDGs Mapped: SDG 8 (Decent Work & Economic Growth), SDG 12 (Responsible Consumption & Production)								

I. COURSE OVERVIEW:

Sales and Promotions Management focuses on planning, organizing, and executing sales and promotional strategies to drive product or service sales and enhance brand visibility. The course equips students with the knowledge and skills to design, implement, and evaluate sales and promotional campaigns effectively, integrating advertising, distribution, and ethical considerations.

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 various aspects in sales promotion.
- V. The sales distribution channels and management practices.

III. COURSE OUTCOMES:

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

- CO1 Explain the concepts, evolution, and tools of promotion, including advertising, personal selling, publicity, and direct marketing.
- CO2 Analyze advertising strategies, media selection, message development, budgeting, and evaluation of effectiveness.
- CO3 Apply sales management techniques, including sales planning, forecasting, budgeting, and sales force management.
- CO4 Design and evaluate sales promotion strategies across different stages of the product life cycle, considering ethical and legal aspects.
- CO5 Develop and manage distribution channels for consumer, business, and rural markets, including international channels.
- CO6 Evaluate ethical considerations and regulatory compliance in sales, promotions, and distribution management.

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, Program 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, Mc Graw 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.