

SEMESTER III

USCOB320– ADVERTISING & SALES PROMOTION MANAGEMENT

Year/ Semester	Course Code	Title of the course	Course type	Course category	No. of Hours	Credits	Marks
II/III	USCOB320	Advertising & Sales Promotion management	Theory	Skill- Based	2	2	40+60

Course Objectives:

1. To know about the basic concepts of advertising and its role in marketing.
2. To learn about different advertising budgets and various advertising media.
3. To enable the students to visualize an advertisement and learn the procedure of copywriting.
4. To understand the effectiveness of advertising.
5. To understand sales promotion through advertising.

Course Learning Outcomes(CLO):

1. Students acquired conceptual knowledge on advertising.
2. Students were able to identify different advertising media.
3. Students gained an insight knowledge on the visualization of advertisement and procedure of copywriting.
4. Students gained thorough knowledge in measuring advertising effectiveness.
5. Students were well versed in managing sales through advertising.

COs consistency with POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
1	M	M	M	M	M	M
2	M	M	M	M	M	M
3	L	H	H	H	H	H
4	H	H	H	H	H	H
5	H	H	H	H	H	H

(Low – L, Medium – M, High – H)

COs consistency with PSOs

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
1	H	H	M	H	M	H
2	H	H	M	H	M	H
3	H	H	M	H	M	H
4	H	H	M	H	M	H
5	H	H	M	H	M	H

(Low – L, Medium – M, High –H)

Course Syllabus:

Unit I: Advertising – an introduction

(6 Hours)

- 1.1 Nature and evolution of Advertising(K₁, K₂)
- 1.2 Functions and role of advertising(K₁, K₂)
- 1.3 Advertising as a communication model(K₁, K₂)
- 1.4 Advertising in marketing mix(K₁, K₂)
- 1.5 IMC and its elements(K₁, K₂)
- 1.6 Organisations involved in advertising(K₁, K₂)

Unit II: Advertising budget and media

(6 Hours)

- 2.1 Budgeting and its approach and its methods(K₁, K₂)
- 2.2 Media planning(K₁, K₂)
- 2.3 Factors influencing media plan (K₁, K₂)
- 2.4 Media selection (indoor)(K₁, K₂)
- 2.5 Outdoor and miscellaneous media (K₁, K₂)
- 2.6 Media scheduling(K₁, K₂)

Unit III:Advertising design and Creative thinking

(6 Hours)

- 3.1 Meaning, characters, elements (K₁, K₂)
- 3.2 Types of Advertising copy (K₁, K₂)
- 3.3 Designing advertisement copy (K₁, K₂, K₃)
- 3.4 Working of advertisement (K₁, K₂)
- 3.5 Creativity in advertising (K₁, K₂)
- 3.6 Theories of creativity, execution (K₁, K₂)

Unit IV: Measuring advertising effectiveness

(6 Hours)

- 4.1 Objectives and need for measuring advertising effectiveness (K₁, K₂)
- 4.2 Time of measuring (K₁, K₂)
- 4.3 Testing the advertising copy (K₁, K₂, K₃)
- 4.4 Subject matter of measurement (K₁, K₂)
- 4.5 Methods and techniques (K₁, K₂)
- 4.6 Causes of waste in advertising (K₁, K₂)

Unit V: Sales Promotion Management

(6 Hours)

- 5.1 Introduction (K₁, K₂)
- 5.2 Types and techniques (K₁, K₂)
- 5.3 Personal selling (K₁, K₂)
- 5.4 Sales promotion through selling skills (K₁, K₂)
- 5.5 Promotion of services (K₁, K₂)
- 5.6 Relationship marketing during Pandemic period (K₁, K₂)

Text Books:

1. Advertising and sales Promotion Management, S.L.Gupta and V.V. Ratna, Sultan Chand & Sons, New Delhi, Reprint (Latest Edition)

Reference Books:

1. Advertising and Personal Selling, C.B. Gupta, Sultan Chand & Sons, New Delhi, Reprint 2017.

Web Resources:

1. www.Books.Google.in
2. www.slideshare.net
3. www.studynama.com

SEMESTER IV**USCOC420 - Skill Based Elective -ENTREPRENEURIAL DEVELOPMENT**

Year/ Semester	Course Code	Title of the course	Course type	Course category	No. of Hours	Credits	Marks
II/IV	USCOC420	Entrepreneurial Development	Theory	Skill Based Elective	2	2	40+60

Course Objectives:

1. To understand about entrepreneurship and its functioning.
2. To know the financial institutions funding entrepreneurs.
3. To generate business ideas and its scope of implementation.
4. To understand the role of Government in developing entrepreneurship.
5. To realize the impact of entrepreneurs in economic growth.

Course Learning Outcomes(CLO):

1. Students understand the basic concepts of entrepreneurship and its functioning.
2. Students were able to select the best financial institutions for business as per the needs.
3. Students generated best innovative business ideas.
4. Students bridged the gap between Government and entrepreneurs.
5. Students made an impact on the development of economy.

COs consistency with POs

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
1	M	M	M	M	M	M
2	M	H	M	H	H	M
3	M	M	H	M	H	M
4	H	M	M	M	M	H
5	M	M	M	M	H	H

(Low – L, Medium – M, High – H)**COs Consistency with PSOs**

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
1	H	M	M	H	M	M
2	M	H	M	H	H	M
3	M	M	H	M	H	M
4	H	M	M	H	M	H
5	M	H	H	M	H	H

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Concepts of Entrepreneurship

(6 Hours)

- 1.1 Meaning and definition of entrepreneurship (K₁, K₂, K₃)
- 1.2 Types of entrepreneurship (K₁, K₂, K₃, K₄)
- 1.3 Qualities of entrepreneurs (K₁, K₂, K₃, K₄)
- 1.4 Classifications of entrepreneurs (K₁, K₂, K₃, K₄)
- 1.5 Factors influencing entrepreneurship (K₁, K₂, K₃, K₄)
- 1.6 Functions of entrepreneurship (K₁, K₂, K₃, K₄)

Unit II: Industrial Finance to Entrepreneurs

(6 Hours)

- 2.1 Introduction to SFC's (State Finance Corporation) (K₁, K₂, K₃)
- 2.2 Explanation about SIDC'S (Small industries development corporation Limited) (K₁, K₂, K₃, K₄)
- 2.3 Introduction and brief achievements in SIPCOT (State Industries promotion corporation of Tamil Nadu) (K₁, K₂, K₃, K₄)
- 2.4 Introduction to DIC'S (District Industries centre) (K₁, K₂, K₃, K₄)
- 2.5 Explanation to Commercial Banks measures and achievement (K₁, K₂, K₃, K₄)
- 2.6 Introduction to Small Industrial Development Banks of India (SIDBI) (K₁, K₂, K₃, K₄)

Unit III: Project Management

(6 Hours)

- 3.1 Introduction to Business Ideas (K₁, K₂, K₃)
- 3.2 Business Generation techniques (K₁, K₂, K₃, K₄)
- 3.3 Identification of Business opportunities (K₁, K₂, K₃, K₄)
- 3.4 Checking feasibility for the study (K₁, K₂, K₃, K₄)
- 3.5 Analysis of the project Report (K₁, K₂, K₃, K₄)
- 3.6 Project life cycle and classification (K₁, K₂, K₃, K₄)

Unit IV: Entrepreneurial Development Programme

(6 Hours)

- 4.1 Introduction to EDP(K₁, K₂, K₃)
- 4.2 Role Relevance of EDP (K₁, K₂, K₃, K₄)
- 4.3 Achievements in the sector (K₁, K₂, K₃, K₄)
- 4.4 Role of the government (K₁, K₂, K₃, K₄)
- 4.5 Organising programmes towards the development (K₁, K₂, K₃, K₄)
- 4.6 Benefits to Rural Entrepreneur (K₁, K₂, K₃, K₄)

Unit V: Entrepreneurial Growth

(6 Hours)

- 5.1 Introduction to economic development and Growth(K₁, K₂, K₃, K₄)
- 5.2 Role of Entrepreneur and their growth (K₁, K₂, K₃, K₄)
- 5.3 Small scale entrepreneurs (K₁, K₂, K₃, K₄)
- 5.4 Women and Entrepreneurship (K₁, K₂, K₃, K₄)
- 5.5 Challenges faced by women entrepreneurs (K₁, K₂, K₃, K₄)
- 5.6 Innovation process and Development of entrepreneurial skills during Pandemic period (K₁, K₂, K₃, K₄)

Text Books:

Entrepreneurial Development Dr.Radha , Prasana & Co Triplicane Chennai

Reference Books:

1. Entrepreneurial Development Renu Arora S .K Sood.
2. Entrepreneurial Development S.S.Khanka S chand&company Ltd New Delhi
3. Entrepreneurship CA (Dr.) Abha Matuhr University of Delhi
4. Innovation and Entrepreneurship Peter F. Drucker
5. Entrepreneurship Development and Management in extension M. Priyadharshini S. Janani T.N.Sujatha et.al.,

Web Resources:

1. <https://balancesmb.go>
2. <https://www.freebookcentre.net>
3. The secrets of successful entrepreneurship (audio book) – Stephen Hawley www.audible.in
4. <https://www.inc.com>
5. <https://www.pdfdrive.com>entrepreneur>