

DEPARTMENT OF COMMERCE  
SHYAM LAL COLLEGE, UNIVERSITY OF DELHI

Subject-ADVERTISING, PERSONAL SELLING AND SALESMANSHIP

Course & Sem: B.COM. Sem VI

Teacher-Prof. Ruchika Ramakrishnan

S.N.	From	To	Topics
Week 1	02-Jan-23	07-Jan-23	Introduction of Relevant Marketing Concepts
Week 2	09-Jan-23	14-Jan-23	Communication Process ; Introduction - Advertising and Five Ms of Advertising
Week 3	16-Jan-23	21-Jan-23	Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance & Types
Week 4	23-Jan-23	28-Jan-23	Advertising : Objectives; DAGMAR Approach; Target Audience Selection- Basis
Week 5	30-Jan-23	04-Feb-23	Methods of Setting of Advertising Budget
Week 6	06-Feb-23	11-Feb-23	Advertising Message-Advertising Appeals; Elements of Print and Broadcast Advertising Copy
Week 7	13-Feb-23	18-Feb-23	Types of Advertising Media- Strengths and Limitations; Factors Influencing Selection of Advertising Media; Media Scheduling
Week 8	20-Feb-23	25-Feb-23	Rationale of Measuring Advertising Effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques
Week 9	27-Feb-23	04-Mar-23	Advertising Agency: Role, Types and Selection. Ethical and Legal Aspects of Advertising; Role of Advertising Standards Council of India (ASCI)
	06-Mar-23	11-Mar-23	MID SEMESTER BREAK
Week 10	13-Mar-23	18-Mar-23	REVISION OF ADVERTISING PART+PRESENTATIONS, Test and Project +Presentations
Week 11	20-Mar-23	25-Mar-23	Test and Project Presentations
Week 12	27-Mar-23	01-Apr-23	Concept of Personal Selling and Salesmanship; Qualities of a Good Salesperson; Types of Salespersons
Week 13	03-Apr-23	08-Apr-23	Role of Personal Selling in CRM; AIDAS Model of Selling; Buying Motives
Week 14	10-Apr-23	15-Apr-23	Personal Selling Process
Week 15	17-Apr-23	22-Apr-23	Personal Selling Process
Week 16	24-Apr-23	29-Apr-23	REVISION OF PERSONAL SELLING PART+ TEST +IA SHOWING

Teaching Methods :

- 1 LECTURES
- 2 PRESENTATIONS
- 3 PROJECTS