

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 and Ms. Swati

S.N.	From	To	Topics
Week 1	18-Jan-24	19-Jan-24	Introduction of Relevant Marketing Concepts
Week 2	22-Jan-24	26-Jan-24	Communication Process ; Introduction - Advertising and Five Ms of Advertising
Week 3	29-Jan-24	02-Feb-24	Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance & Types
Week 4	05-Feb-24	09-Feb-24	Advertising : Objectives; DAGMAR Approach; Target Audience Selection- Basis
Week 5	12-Feb-24	16-Feb-24	Methods of Setting of Advertising Budget
Week 6	19-Feb-24	23-Feb-24	Advertising Message-Advertising Appeals; Elements of Print and Broadcast Advertising Copy
Week 7	26-Feb-24	01-Mar-24	Types of Advertising Media- Strengths and Limitations; Factors Influencing Selection of Advertising Media; Media Scheduling
Week 8	04-Mar-24	08-Mar-24	Rationale of Measuring Advertising Effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques
Week 9	11-Mar-24	15-Mar-24	Advertising Agency: Role, Types and Selection. Ethical and Legal Aspects of Advertising; Role of Advertising Standards Council of India (ASCI)
Week 10	18-Mar-24	22-Mar-24	REVISION OF ADVERTISING PART+PRESENTATIONS, Test and Project +Presentations
	24-Mar-24	31-Mar-24	MID SEMESTER BREAK
Week 11	01-Apr-24	05-Apr-24	Test and Project Presentations
Week 12	08-Apr-24	12-Apr-24	Concept of Personal Selling and Salesmanship; Qualities of a Good Salesperson; Types of Salespersons
Week 13	15-Apr-24	19-Apr-24	Role of Personal Selling in CRM; AIDAS Model of Selling; Buying Motives
Week 14	22-Apr-24	26-Apr-24	Personal Selling Process
Week 15	29-Apr-24	03-May-24	Personal Selling Process
Week 16	06-May-24	10-May-24	REVISION OF PERSONAL SELLING PART+ TEST +IA SHOWING

Teaching Methods :

- 1 LECTURES
- 2 PRESENTATIONS
- 3 PROJECTS