

DEPARTMENT OF COMMERCE
SHYAM LAL COLLEGE, UNIVERSITY OF DELHI

**Subject-ADVERTISING AND
PERSONAL SELLING**

Course & Sem: B.COM. H Sem V

S.N.	From	To	Topics
Week 1	20-Jul-22	23-Jul-22	Introduction of Relevant Marketing Concepts
Week 2	25-Jul-22	30-Jul-22	Communication Process ; Introduction - Advertising and Five Ms of Advertising
Week 3	01-Aug-22	06-Aug-22	Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance & Types
Week 4	08-Aug-22	13-Aug-22	Advertising : Objectives; DAGMAR Approach; Target Audience Selection- Basis
Week 5	15-Aug-22	20-Aug-22	Methods of Setting of Advertising Budget
Week 6	22-Aug-22	27-Aug-22	Advertising Message-Advertising Appeals; Elements of Print and Broadcast Advertising Copy
Week 7	29-Aug-22	03-Sep-22	Types of Advertising Media- Strengths and Limitations; Factors Influencing Selection of Advertising Media; Media Scheduling
Week 8	05-Sep-22	10-Sep-22	
Week 9	12-Sep-22	17-Sep-22	Advertising Agency: Role, Types and Selection. Ethical and Legal Aspects of Advertising; Role of Advertising Standards Council of India (ASCI)
Week 10	19-Sep-22	24-Sep-22	REVISION OF ADVERTISING PART+PRESENTATIONS
Week 11	26-Sep-22	01-Oct-22	TEST AND PROJECT+ PRESENTATIONS
	02-Oct-22	09-Oct-22	MID SEMESTER BREAK
Week 12	10-Oct-22	15-Oct-22	Concept of Personal Selling and Salesmanship; Qualities of a Good Salesperson; Types of Salespersons
Week 13	17-Oct-22	22-Oct-22	Role of Personal Selling in CRM; AIDAS Model of Selling; Buying Motives
Week 14	24-Oct-22	29-Oct-22	Personal Selling Process
Week 15	31-Oct-22	05-Nov-22	Personal Selling Process
Week 16	07-Nov-22	12-Nov-22	REVISION OF PERSONAL SELLING PART+ TEST
Week 17	14-Nov-22	15-Nov-22	IA SHOWING

Teaching Methods :

- 1 LECTURES
- 2 PRESENTATIONS
- 3 PROJECTS