

SALES AND MARKETING MANAGEMENT

SEMESTER IV – PAPER I

INTRODUCTION TO MARKETING MANAGEMENT

UNIT I

Meaning of marketing Management – Functions of Marketing Management – Difference between Marketing Management and Sales Management

UNIT II

Marketing manager's responsibility – marketing planning – need, importance and process of planning

UNIT III

Marketing organization – types of organization – committee type, product type, line, staff and staff organization – marketing decision making

UNIT IV

Marketing control and marketing audit – types and methods of conducting marketing audit – marketing risks – methods of dealing with marketing risks.

UNIT V

Advertising management – Need – Importance – Advertising Strategy – Advertisement Copy – Media Planning – Effectiveness of Advertisement

TEXT BOOKS RECOMMENDED:

1. Dr. N. Rajan Nair – Marketing.
2. R. S. N. Pillai and Bagavathi – Modern marketing. – S. Chand.
3. V. S. Ramasamy – Marketing Management.
4. C. B. Memoria – Marketing Management.
5. M. Govindarajan – Marketing Management – PHI.
6. Arun Kumar & N. Meenakshi – Marketing Management – Vikas
7. R. S. Rudani – Sales and Advertising Management – S, Chand.
8. Myres – Advertising Management.
9. Rathor R S, - Advertising Management.

SEMESTER V - PAPER II

SALES MANAGEMENT

UNIT I

Sales Management - meaning and scope - functions of sales management – sales policy – selling process – responsibilities of sales manager

UNIT II

AIDA Formula- Need for sales force – recruitment and selection of sales force – training of salesman – qualities of a good salesman

UNIT III

Sales office functions – interviews – receiving of orders – handling mails – filing – record keeping – sales bulletin.

UNIT IV

Sales promotion – Dealer & Consumer sales promotion tools – Sales Planning – Budgeting & Evaluation

UNIT V

Distribution functions – distribution policy – components of physical distribution

TEXT BOOKS RECOMMENDED:

- 1.Salesmanship and Advertising – Davar.
- 2.Salesmanship – RSN Pillai and Bagavathi.
- 3.Salesmanship and Publicity – JSK Patel.
- 4.Sales Management – Richard R. Still.
- 5.Modern Marketing R.S.N. Pillai and Bagavathi – S.Chand.

SEMESTER V – PAPER III
RETAIL MANAGEMENT

UNIT I

Retail Management – Meaning – Characteristics of retailing – Retailing principles – Reasons for retail growth – Emerging trends in retailing.

UNIT II

Store Location – Importance – Urban vs Rural location – Consumer Behaviour – Determinants - Customer service strategies.

UNIT III

Stores layout and design – objectives – factors - display

UNIT IV

Inventory Management in Retailing - Material Handling – Principles and purpose of material handling – Symptoms of poor material handling

UNIT V

Retail formats – Store Based Retail format – Non store board retail format – other emerging retail formats.

TEXT BOOKS RECOMMENDED:

1. Retail Management – Dr.Harjit Singh – S,Chand & Co.
 2. Retail Management – Balraj Tuli Srivatsava.
 3. Retail Marketing – Dr.L.Natarajan –Marghum
- Retailing Management – Ansuya Angadi – S.chand & Co.