

DEPARTMENT OF COMMERCE				CLASS: II UG (Non Commerce Students)				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
IV	Non Major Elective - 2	17U4KNM2	Marketing and Salesmanship	2	2	25	75	100

Nature of Course			
Knowledge and Skill oriented	✓	Employability oriented	
		Entrepreneurship oriented	

Course Objectives				
<ul style="list-style-type: none"> <li>To familiarize the concept of Marketing and salesmanship in the current environment.</li> <li>To demonstrate the selling skills while marketing the products or services.</li> <li>To prepare advertisement copy and slogan independently.</li> <li>To gain familiarity with the online marketing and involving themselves in the business of E-Marketing.</li> </ul>				
Unit	Course Contents	Hours	K level	CLO
I	<b>Marketing</b> Marketing – Meaning – Features – Importance – Scope – Types of Market – Marketing mix – Product mix – Price mix – Place (Distribution) Mix – Promotion Mix - E- Marketing.	6	Up to K2	CLO 1
II	<b>Sales Promotion</b> Meaning – Importance – Objectives – Effectiveness of Sales promotion – Kinds – Consumer Sales promotion – Dealer Sales Promotion – Sales force sales promotion – Promotion planning.	6	Up to K2	CLO 2
III	<b>Personal selling</b> Meaning - Nature – Importance – Process of Personal Selling – AIDAS theory – Qualities of a Good salesman – Duties and Responsibilities of sales man – Sales personality – Physical qualities, Psychological qualities, Social qualities and Moral qualities.	6	Up to K2	CLO 3
IV	<b>Advertising</b> Meaning – Importance – Types – Advantages – Advertising Copy - Advertising Media – Meaning – Kinds of Media – Advertising agencies.	6	Up to K2	CLO 4
V	<b>Sales Force Management</b> Introduction-Importance of Selection-Recruitment and Selection-Selection Process-Training- Significance - Objectives-Evaluation-Motivation of Salesman-Remuneration to Salesman.	6	Up to K2	CLO 5

### **Books for Study**

R.S.N. Pillai and Bagavati, “*Modern Marketing Principles & Practices*”, Fourth Edition, 2015, S.Chand & Company Pvt., Ltd., New Delhi.

### **Books for Reference**

1. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque, “*Principles of Marketing- A South Asian Perspective*”, Thirteenth Edition, 2010, Pearson India.
2. N. Rajan Nair & Sanjith R Nair, “*Marketing*”, 2011, Sultan Chand & Sons, New Delhi.11.
3. S.A. Sherlekar, “*Modern Marketing*”, 2016, Himalaya Publishing House, Mumbai, Second Edition.
4. S.M. Jha, “*Services Marketing*”, Sixth Edition, 2009, Himalaya Publishing House.

### **Web Resources**

1. <https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-marketing/#:~:text=Marketing%20is%20the%20act%20of,maximum%20value%20to%20the%20consumer.&text=Marketing%20satisfies%20these%20needs%20and,and%20building%20long%2Dterm%20relationships.>
2. <https://www.feedough.com/sales-promotion-definition-examples-types/#:~:text=Sales%20promotion%20is%20a%20marketing,To%20attract%20more%20customers%2C%20and>
3. <https://mailshake.com/blog/personal-selling/>
4. <https://www.oberlo.in/ecommerce-wiki/advertising>
5. <https://www.leadsquared.com/sales-force-management/>

**Pedagogy:** Chalk & Talk, Assignments, PPTs

**Rationale for Nature of the Course:** Can be a sales person by acquiring selling skills in any business having distinct marketing division

### **Activities to be given**

1. Demo on selling skills through personal selling models
2. Assignment of Creating a Brand Name and preparing advertisement slogans for a new product
3. Prepare advertisement copy and slogan independently.
4. Mini project on sales force management

**Name of the Course Designer:** Dr. K. Hema Malini, Assistant Professor

## LESSON PLAN

Unit	Course Content	Hours	Mode
I	Marketing – Meaning – Features – Importance – Scope – Types of Market – Marketing mix – Product mix	3	Chalk & Talk, PPTs, Quiz
	Price mix – Place (Distribution) Mix – Promotion Mix - E- Marketing.	3	
II	<b>Sales Promotion</b> Meaning – Importance – Objectives – Effectiveness of Sales promotion – Kinds – Consumer Sales promotion	3	Chalk & Talk, PPTs, Quiz
	Dealer Sales Promotion – Sales force sales promotion – Promotion planning.	3	
III	<b>Personal selling</b> Meaning - Nature – Importance – Process of Personal Selling – AIDAS theory – Qualities of a Good salesman – Duties and Responsibilities of sales man	3	Chalk & Talk, PPTs, Quiz
	Sales personality – Physical qualities, Psychological qualities, Social qualities and Moral qualities.	3	
IV	<b>Advertising</b> Meaning – Importance – Types – Advantages – Advertising Copy	3	Chalk & Talk, PPTs, Quiz
	Advertising Media – Meaning – Kinds of Media – Advertising agencies.	3	
V	<b>Sales Force Management</b> Introduction-Importance of Selection-Recruitment and Selection-Selection Process-Training- Significance	3	Chalk & Talk, Quiz Assignment, PPTs
	Objectives-Evaluation-Motivation of Salesman-Remuneration to Salesman	3	

### Course Learning Outcomes

CLOs	On completion of the course, the students should be able to	K- Level
CLO 1	Describe the concepts of Marketing and salesmanship in the current environment.	Up to K2
CLO 2	Demonstrate the selling skills while marketing the products or services.	Up to K2
CLO 3	Write advertisement copy and slogan independently.	Up to K2
CLO 4	Associate online marketing and involving themselves in the business of E-Marketing.	Up to K2
CLO 5	Explain Sales force management	Up to K2

### Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

(CLOs)	Programme Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism, Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	2	2	2	2	2	2
CLO 2	2	2	2	2	2	2
CLO 3	2	3	2	2	2	2
CLO 4	2	2	2	2	2	2
CLO 5	2	3	2	2	2	2

3- Advance Application    2- Intermediate Level    1- Basic Level

### Formative Examination- Blue Print

#### Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

Internal	CLOs	K- Level	Section A Short Answers	Section B (Either/or Choice)	Section C (Open Choice)
CIA I	CLO 1	Up to K2	2 (K1)	2 (K1&K1)	1(K2)
	CLO 2	Up to K2	1 (K1)	2 (K2&K2)	2(K2&K2)
CIA II	CLO 3	Up to K2	2 (K1)	2 (K1&K1)	1(K2)
	CLO 4	Up to K2	1 (K1)	2 (K2&K2)	2(K2&K2)
No. of Questions to be asked			3	4	3
No. of Questions to be answered			3	2	2
Marks for each question			2	7	10
<b>Total Marks for each section</b>			<b>6</b>	<b>14</b>	<b>20</b>

#### Distribution of Marks with K Level CIA I & CIA II

Internal	K Levels	Section A Short Answers	Section B (Either/or Choice)	Section C (Open Choice)	Total Marks	% of (Marks without choice)
CIA I	K1	6	14		20	31.25
	K2	-	14	30	44	68.75
	<b>Marks</b>	<b>6</b>	<b>28</b>	<b>30</b>	<b>64</b>	<b>100</b>
CIA II	K1	6	14		20	31.25
	K2	-	14	30	44	68.75
	<b>Marks</b>	<b>6</b>	<b>28</b>	<b>30</b>	<b>64</b>	<b>100</b>

CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

**Summative Examination -Blue Print**  
**Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)**

Units	CLOs	K- Level	Section A Short Answers	Section B (Either/or Choice)	Section C (Open Choice)
1	CLO 1	Up to K2	1 (K1)	2 (K2&K2)	1(K2)
2	CLO 2	Up to K2	1 (K1)	2 (K2&K2)	1(K2)
3	CLO 3	Up to K2	1 (K1)	2 (K2&K2)	1(K2)
4	CLO 4	Up to K2	1 (K1)	2 (K2&K2)	1(K2)
5	CLO 5	Up to K2	1 (K1)	2 (K2&K2)	1(K2)
No. of Questions to be asked			5	10	5
No. of Questions to be answered			5	5	3
Marks for each question			2	7	10
<b>Total Marks for each Section</b>			<b>10</b>	<b>35</b>	<b>30</b>

**Distribution of Marks with K Level for Summative Examination**

K Levels	Section A (Short Answer Questions)	Section B (Either/Or Choice)	Section C (Open Choice)	Total Marks	% of (Marks without choice)
K1	10	--	--	<b>10</b>	7.69
K2	--	70	50	<b>120</b>	92.31
<b>Total</b>	<b>10</b>	<b>70</b>	<b>50</b>	<b>130</b>	<b>100</b>

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.