

**PROGRAMME NAME:** B.COM(H)

**COURSE NAME :** Advertising and Personal Selling

**SEMESTER DURATION :** July to November

<b>Week</b>	<b>Topic</b>	<b>Teaching Methodology Adopted/ Continous Internal Evaluation</b>
1	Basics of Advertising: Importance+Types	Case Study
2	Objectives+Ad budget methods	Real World Learning, Flip teaching
3	Ad theories	Brain Storming, Quiz
4	Media types + media scheduling	Extempore, Practice test and quiz
5	media scheduling+ad copies	Role play
6	Ad agencies+ Ethics in Advertising	Case Study
7	Legal aspect of advertising+ Measuring ad effectiveness	Case Study
8	Introduction to Nature and importance of Personal Selling+Personal Selling vs Salesmanship vs Sales Management+Types of salespersons	Brain Storming
9	Role of PS in CRM, AIDAS Model	Problem Solving
10	Buying motives and their uses in personal selling	Group Projects
11	Selling process	Real World Learning,
12	Revision of the topics covered so far	Group Projects
14	Sales reports	Surprise Test
15	Test and Revision	Case Study
16	Revision	Surprise Test