

# **SALESMANSHIP & ADVERTISING**

## **SYLLABUS FOR HIGHER SECONDARY COURSE**

### **Introduction :**

At present the students of the first 10 years of schooling are not given formal instructions in the subjects of commerce streams. Against this background it becomes necessary that of Higher Secondary level (i.e. +2 stage) instructions in commercial subjects be given in such a manner that students have a good understanding of the fundamental principles and practices bearing on business, trade and industries and their relation to society. The students need to be exposed to the realities of business world as part of socio-economic environment in the present economic set up.

The increasing complexity in the present day business world makes it obligatory for students to be conversant with terminology and the principles and practices of Salesmanship and Advertising. A study of the terminology, concept etc. will make the students aware of the usefulness and importance of salesmanship and advertising in the present day society.

In view of the above general objectives the contents of the syllabus on Salesmanship and Advertising for Higher Secondary First year and Second year class have been so arranged that linkage among the topics of the syllabus is maintained.

### **Specific objectives:**

The major objectives of teaching Salesmanship and Advertising of Higher Secondary stage are to enable the students....

- (i) to understand the need of the art of Salesmanship and Advertising.
- (ii) to acquaint with the importance of the study.
- (iii) to understand the scope of the subject
- (iv) to understand the relationship of Salesmanship and Advertising with different sequence of the commercial world.
- (v) to acquaint with the principles and practices of Salesmanship and Advertising as an essential part of commercial activities.
- (vi) to give fundamental knowledge regarding organisation and operation of sales management
- (vii) to include attitudes and values leading to integration of salesman's service with the social system and the commercial world.

## SALESMANSHIP & ADVERTISING

### SYLLABUS FOR HIGHER SECONDARY FINAL YEAR COURSE

**One Paper**

**Three Hours**

**Marks 100**

**Unitwise Distribution of Marks and Periods :**

#### FUNDAMENTALS OF SALESMANSHIP (Marks : 50)

Unit No.	Title	Marks	Periods
Unit-1	Sales Organization	20	40
Unit-2	Selection of Salesman	10	20
Unit-3	Salesman's authority/Consumer Protection	10	20
Unit-4	Remuneration	10	20
<b>PUBLICITY AND ADVERTISING (Marks : 50)</b>			
Unit-5	Preparation of advertising	10	20
Unit-6	Organ isation	15	30
Unit-7	Appeal in advertising	10	20
Unit-8	Advertising Agency and Clients		
Unit-9	Market Research	15	30
		<b>100</b>	<b>200</b>

**Unitwise Distribution of Course contents :**

#### FUNDAMENTALS OF SALESMANSHIP

**Unit-1 : Sales Organisation :**

Methods of Sales, selling through own organization or Agents, their control, organization of sales department, sales routine, other departments, control of salesman, sales reports, its analysis and utility, evaluation of salesman's performance.

**Unit-2 : Selection of Salesman :**

Methods of selection, traits, training of salesman

**Unit-3 : Salesman's authority/Consumer Protection:**

Limits, allocation of territory, fixation of quota, sales conference. Importance of Consumer protection, consumer rights, responsibilities, ways and means of consumer protection. Consumer awareness and legal redressal with special reference to consumer protection Act. Role of consumer organization and NGO's.

**Unit-4 : Remuneration:**

Remuneration of Salesman

## **PUBLICITY AND ADVERTISING**

### **Unit-5 : Preparation of Advertisement :**

Definition of copy, its theme, essentials, size, feature, classification of lay-out, elements of lay-out.

### **Unit-6 : Organization :**

Organization of Advertising department, functions, publicity programme, Media selection, planning and policy, budget, market research, competitor's product advertising, stock for sale, adequacy of finance, object, cost relation with other departments, evaluation of effectiveness of advertisement.

### **Unit-7 : Appeal in Advertising :**

Study of buying motive, their uses.

### **Unit-8 : Advertising Agency and Clients:**

Agency- Need, organization, evolution, obtaining business, benefit and cost to advertisers, relation with clients. Departments, creation of advertising materials, media, checking.

### **Unit-9 : Market Research :**

Meaning importance and needs, Market research process, techniques and methods. Identification of target groups in relation to a product.

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