

# College: M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2019-20

Subject: Advertising and sales Management Department: Business Management

Class: M.Com Sem IV

Office hours: 6 PM to 8 PM

Lecture hours: 2hours lecture in a week- Tuesday

Name of the teachers:

- **Dr. (Mrs) Kanchan S. Fulmali**

Basic course information: Title-Advertising and sales Management

### OBJECTIVES:

To get students acquainted with-

- Complete information about advertising Creation
- Understanding about sales management
- Developing advertising copy
- Motivational Factors and Compensation methods of sales personnel

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 28 weeks

Second term		Semester IV		28 lectures 28weeks	
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks	
1.	<b>Module- I</b> Advertising Fundamentals and Media	<ul style="list-style-type: none"> <li>♣ Basics of Advertising : Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners)</li> <li>♣ Ad Agency : Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency,</li> <li>♣ Media : New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget</li> </ul>	3  3  2	January 2 weeks *2 = 4 hours February 2 weeks *2 = 4 hours	
2.	<b>Module - II</b> Creativity, Social and Regulatory Framework of Advertising	<ul style="list-style-type: none"> <li>♣ Creativity &amp; Research: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods.</li> <li>♣ Society: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising</li> <li>♣ Regulatory framework of advertising: Legal</li> </ul>	3  2  3	February 2 weeks *2 = 4 hours March 2 weeks *2 = 4 hours	

		Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India(ASCI) and Indian Broadcasting Foundation(IBF)		
3	<b>Module - III</b> Sales Management	<ul style="list-style-type: none"> <li>♣ Introduction : Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Qualities of an Effective Salesman.</li> <li>♣ Sales force management : Selection Procedure, Training Methods, Motivational Factors and Compensation methods of sales personnel</li> <li>♣ Sales organisation : Concept, Objectives, Structure and Steps in Developing a Sales Organisation</li> </ul>	2  2  2	March 2 weeks *2 = 4 hours April 1 weeks *2 = 2 hours
4	<b>Module - IV.</b> Sales Planning and Controlling	<ul style="list-style-type: none"> <li>♣ Sales planning : Concept, Process, Sales Forecasting - Methods and Limitations</li> <li>♣ Sales controlling : Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory</li> <li>♣ Recent trends - Importance of Customer Feedback, Sales Management - Data Mining, Role of IT</li> </ul>	2  2  2	April 3 weeks *2 = 6 hours

### Suggested References by University of Mumbai

- Advertising : Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
- Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education limited
- Kleppner’s Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson
- Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
- Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition
- George Belch and Michael Belch, 2015, McGraw Hill Education
- Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
- Contemporary Advertising, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education, 2017
- Advertising and Promotion : An Integrated Marketing Communications Perspective (SIE) - George E Belch, Michael A Belch and Keyoor Purani –9th Edition, 2011 - McGraw Hill Education
- The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
- Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson
- Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, The Free Press, New York, 1989
- Advertising, 8th Edition, Sandra Moriarty, Nancy D Mitchell, William D. Wells, 2009 Pearson
- S A Chunawala, Sales and Distribution Management, Himalaya Publishing House, Mumbai

- Richard R. Still, Edward W.C, Norman, A.P.G., Sales Management Decisions, Strategies and Cases, Pearson Education, 5 edition, 2009
- Khan Matin, Sales and Distribution Management, Excel Books, 2002
- Pingali Venugopal, Sales and Distribution Management, An Indian Perspective, Sage publications, 2008
- Mark W. Johnston, Greg W. Marshall, Sales Force Management, Routledge 12<sup>th</sup> Edition, 2016
- Rosann L. Sprio, Gregory A. Rich, William J. Stanton, Management of a Sales Force, Mc Graw-Hill 2008

# College: M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2019-20

Subject: Retail Management Department: Business Management

Class: M.Com Sem IV

Office hours: 6 PM to 8 PM

Lecture hours: 2 hours lecture in a week- Wednesday

Name of the teachers:

- Mrs. Nita Nerurkar

Basic course information: Title-Retail Management

### OBJECTIVES:

To get students acquainted with-

- Retail sector in India
- Consumer Behaviour in Retail Context
- Merchandising Planning Process, Retail Branding
- Use of Technologies in retailing

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 28 weeks

Second term		Semester IV		28 lectures 28weeks	
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks	
1.	<b>Module- I</b> Introduction to Retail Management	<ul style="list-style-type: none"> <li>• Retailing: Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Retail Environment Economic, Legal, Technological &amp; Competitive</li> <li>• Retail sector in India: Size, and Drives of Retail changes, FDI in Retailing in Indian Context</li> <li>• Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, Ethics in Retailing.</li> </ul>	3 2 3	January 2 weeks *2 = 4 hours February 2 weeks *2 = 4 hours	
2.	<b>Module - II</b> Retail Management Strategy	<ul style="list-style-type: none"> <li>• Retail Strategies: Promotional Strategies, Retail Planning Process, Retail - Market Segmentation - Concept and Significance</li> <li>• Relationship Marketing Strategies: CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing</li> <li>• Consumer Strategies: Consumer Behaviour in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.</li> </ul>	3 2 3	February 2 weeks *2 = 4 hours March 2 weeks *2 = 4 hours	
3	<b>Module - III</b>	• Retail Location & Merchandising: Importance, Types,	2	March	

	Retail Location, Layout and Merchandising	<p>Steps involved in choosing a Retail Location.</p> <ul style="list-style-type: none"> <li>• Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, Visual Merchandising</li> <li>• Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps for Designing</li> </ul>	2 2	2 weeks *2 = 4 hours April 1 weeks *2 = 2 hours
4	<b>Module - IV.</b> Use of Technology and Career options	<ul style="list-style-type: none"> <li>• Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system</li> <li>• E-Retailing: Formats, Challenges, Green Retailing - Concept and Importance</li> <li>• Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager</li> </ul>	2 2 2	April 3 weeks *2 = 6 hours

### Suggested References by University of Mumbai

- Retailing Management – Swapana Pradhan, McGraw Hill Education.
- Retail Management – Patrick Dunne & Robert Lusch, Cengage learning.
- E-Retailing – D.P. Sharma, Himalaya Publishing House.
- Retail Management – Gibson Vedamani – Jaico Book
- Retail Management – Chetan Bajaj, Rajnish Tuli and Nidhi Shrivastava, Oxford University Press.
- Retail Management – An India Perspective - R.Global and Pradip Manjrekar
- Retailing Management – Michel Levy and Barton Weitz, TMSH.
- Retail Marketing - Dravid Gilbert-
- Retailing- George H, Lucas Jr., Robert P. Bush, Larry G Greshan-
- The Art of Retailing - A. J. Lamba
- Retail Management; A Strategic Approach- Barry Berman, Joel R Evans-
- Retail Management: Arif Sheikh & Kaneez Fatima : Himalaya Publication

# College: M.L. Dahanukar College of commerce

## Teaching plan Teacher's course plan 2019-20

**Subject: Tourism Management** Department: Business Management

Class: M.Com SEM IV

Office hours: 6 PM to 8 PM

Lecture hours: 2hours lecture in a week- Monday

Name of the teachers:

- **Mrs.Rachana Joshi**

Basic course information: Title-Tourism Management

### OBJECTIVES:

To get students acquainted with-

- Tourism Industry in India
- Tourism Marketing
- Setting up of Travel Agency and Tour Operations and their Approval
- Tourism Development

Supplies: College library, Private publishers, Personal material, Internet

### Outline of lecture schedule: 28 weeks

Second term		Semester IV		28 lectures 28weeks	
Sr No.	Topic	Sub-topics	No. Lect.	Number of weeks	
1.	<b>Module- I</b> Introduction to Tourism Management	<ul style="list-style-type: none"> <li>• Tourism – Concept, Characteristics Importance and Types of Tourism</li> <li>• Tourism Industry: Concept, Nature, Structure and Components, Career options in Tourism.</li> <li>• Tourism Destination: Concept, Elements, Tourism Destination Planning – Process and Importance.</li> </ul>	2 2 2	January 2 weeks *2 = 4 hours February 1 weeks *2 = 2 hours	
2.	<b>Module - II</b> Tourism Marketing	Tourism Product: Concept, Characteristics, Types, Tourism Product Planning- Need and Importance. <ul style="list-style-type: none"> <li>• Tourism Pricing: Influencing factors, Pricing objectives, Tourism Pricing Policies</li> <li>• Tourism Promotion: Importance, Elements of Tourism Promotion, Role of Advertising, Promotional Plan – Implementation Procedure</li> </ul>	2 2 2	February 3 weeks *2 = 6 hours	
3	<b>Module - III</b> Tourism Practices	<ul style="list-style-type: none"> <li>• Travel Intermediaries: Travel Agency and Tour operators – Definition and Differentiation, Types, Importance and Functions.</li> </ul>	2 3	March 4 weeks *2 = 8hours	

		<ul style="list-style-type: none"> <li>• Setting up of Travel Agency and Tour Operations and their Approval: Business setting Procedure and process, Types of organization to be set up- Proprietorship, Partnership, Franchise, Approval from Ministry of Tourism and IATA</li> <li>• International Tourism: Concept, Importance, Role of Institutions and organizations in promoting International Tourism -WTTC , IATO, TAAI, ITDC.</li> </ul>	3	
4	<b>Module - IV.</b> Tourism Development	<ul style="list-style-type: none"> <li>•Sustainable Tourism Development: Concept, Principles, Approaches to Sustainable Tourism, Code of Conduct for safe and sustainable Tourism in India</li> <li>• Government Policies: National Action Plan, National Tourism Policy, Government incentives for Tourism Development and Promotion.</li> <li>• Future Growth and Development of Indian Tourism - Factors influencing growth of Tourism Industry in India, Major Tourism schemes of Government of India- Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India Campaign.</li> </ul>	3 2 3	April 4 weeks *2 = 8 hours ONLINE COMPLETED

#### **Suggested References by University of Mumbai**

##### **1. TOURISM MANAGEMENT BY VIPUL PUBLICATIONS**

**VIKRAM AHROTRI**

##### **2. TOURISM MANAGEMENT BYSMS PUBLICATIONS**

**S.PARVEEN**