

INSTRUCTION PLAN (for Courses with Lectures with or without Labs)

Term: 1

Course No. MGT634

Course Title: Sales And Promotion Management

L: 3 T: 1 P: 0 Cr: 4

Textbook: 1. Kruti Shah, Alan D' Souza; Advertisement and Promotions- An IMC Perspective, Tata Mcgraw Hill.2007

2. Churchill, Ford, Waliker; Sales force Management, Tata McGraw Hill,2005

Other specific books: 3. Belch George E and Belch Michale, An Introduction to Advertisement and Promotions, Tata Mcgraw Hill,2007

4. Stiff, Cundiff and govoni, Sales Management, Perason education,2007

5.Havaladar, K.K. and Cavale, V.M., Sales & Distribution Management, Tata McGraw-Hill, 1st Ed. 2008

6. Kotler Philip ,and keller, Kevin lane,"Marketing Management",Pearson Education,12 edition

7. Manning, G L & Reece, B L., *Selling Today*, Pearson Education, Delhi, 2006.

8.Johnston and Marshall, Sales force management, Tata Mcgraw Hill, 2007

Other readings:

S.No.	Journal articles as compulsory readings (Specific articles, <i>Complete reference</i>)
9	David Godes, Better Sales Networks, Harvard Business Review, July-August, 2006, pp.102-112
10	John. H. Fleming, Managing Your Human Sigma, Harvard Business Review, July-August, 2005, pp.107-114
11	Erin Anderson, How Right the Customer Should Be, Harvard Business Review, July-August, 2006, pp.59-67
12	Advertising Express,"Ghost Shoppers"January 2007. P-13 to 15
13	Advertising Express,"Integrated Marketing Communication " july 2007. P-39 to 54
14	Advertising Express," Anivertising"December-2006. P-13 to 18,p-26 to 30

15	Advertising Express,"Proximity Marketing" May-2007. P54 to 61
16	Advertising Express,"Spokes characters in Advertising" September-2007. P-3 to 18
17	Philip Kotler, Ending the War Between Selling and Marketing, Harvard Business Review, July-August, 2006 pp.68-78
18	David Mayer, What Makes a Good Salesman, Harvard Business Review, July-August, 2006, pp.164-171
19	Thomas. A. Banoma, Major Sales: Who Really Does the Buying?, Harvard Business Review, July August, 2006, pp.172-181

Relevant websites:

S.No.	Web address (<i>Exact page address</i>)	Salient Features
20	http://www.basic-stuff.com/business/salesmanship/	Provides information on Sales methods, Divisions of selling, Scope of salesman's activities, Sales Preparation
21	http://www.basic-stuff.com/business/salesmanship/sale-inception.htm	Provides information on how to initiate the call and manage the call.
22	http://www.businessweek.com	Latest business news and Media watch
23	http://www.business-standard.com/india/	Important for every manager. The site contains relevant and latest news on companies.
24	www.emeraldinsight.com	Access provided by university to the management and related research articles.
25	Ocw.mit.edu	Institutional free portal sharing information related to management and technology courses.
26	http://www.zeroonezero.com/video/corporate-sales/CS-case-study.html	Will helpful in understanding corporate advertising
27	http://jagmediaagency.sulekha.com/blog/post/2008/10/motivational-video-film-for-insurance-agents.htm	Will provide information regarding how to motivate sales people

28	http://link.brightcove.com/services/player/bcpid2890952001?bctid=4254156001	Conversation regarding csales communication
29	http://video.aol.com/video-detail/how-to-put-an-advertising-portfolio-together/2424172589	Helpful conversion regarding various multiple media strategies
30	http://www.reelseo.com/legal-video-seo-rosenberg/	Useful question handling of various aspects of legal issues of Advertising
31	http://www.allbusiness.com/telemarketing/3179049-1.html?googlesub=telemarketing%20cases&qclid=CITpIPiKmJgCFQ8wpAodm2xEmA	Useful Articles related to telemarketing
32	http://4psbusinessandmarketing.com/04062009/default.asp	Useful Articles related to telemarketing
33	http://www.slideshare.net/nceruti/promotion-management-2009	Useful Articles related to telemarketing
34	http://www.westburnpublishers.com/journals/journal-of-marketing-management.aspx	Useful Articles related to telemarketing

Other Special References-

35	Harvard Business Review Special Journal on Sales Management, July-August, 2006	Useful Articles related to Sales Management
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Note : Serial no. of text book , other specific books , other readings and websites should be in continuity and can go to any number, as illustrated in the format.

Detailed Plan for Lectures

Week No.	Lecture No.	Topic	Chapters/ Sections of Textbook/ other reference ¹	Homework/ Task to be assigned to students ³	Pedagogical tool Demonstration/ case study/ images/ animations etc. planned ⁴	Pedagogical tool Demonstration/ case study/ images/ animations etc. actually used	Date Delivered ² (Mention Regular (R) / Make Up (M) class)
Part 1 (one fourth of total number of lectures)							
1	1	Introduction of Integrated Marketing Communication	1:Chapter 1,2,pages -s 3-59, Other Reading- 12,13 70-115 Other Reading-12		Case- Cadbury Manages a crisis with IMC(adv and promotion by kruti and alan)		
1	2	Introduction of Integrated Marketing Communication, IMC as integral part of marketing mix,	1:Chapter 1,2,pages -s 3-59, Other Reading- 12,13 70-115 Other Reading-12				
1	3	IMC as integral part of marketing mix,	1:Chapter 2,pages 70-115 Other Reading-12		Case-Vip Remains Leader'Kal bhi,Aaj Bhi,Kal Bhi(adv		

					and promotion by kruti and alan)		
2	4	Structure of the Advertising & Promotions world,	1:Chapter-5,pages215-236, 3:Chapter-3	H.W-1	Case-Deshi Advertising Agency		
2	5	Challenges and Opportunities of Promotions Career	Task for students		http://marketing.about.com/cs/marketingjobs/a/careers_5.htm		
2	6	Managing Advertising: Advertising Strategy	1:Chapter-7,pages 259-281, 3:chapter-5		Case-Tata Salt(part-i), Advertisement		
3	7	Finding the Big Idea	1:Chapter-8,pages 285-310	Term Paper	Case-Tata Salt(part-ii)		
3	8	Creative Execution (Print)	1:Chapter-9,10,11,12,13,pages 312-576		Case-(1)Tata Salt-part-iii		
3	9	Creative Execution (Radio)	1:Chapter-9,10,11,12,13,pages 312-576		(2) Santro remains exciting		
Part 2 (another one fourth of total number of lectures)							
4	10	Creative Execution (Television)	1:Chapter-	H.W-2	(3)Marico attracts		

			9,10,11,12,13,pages 312-576		talent		
4	11	Creative Execution (Online)	1:Chapter- 9,10,11,12,13,pages 312-576		(4)Catchy Jingle creates magic (5)Lifeboy captures audiences (adv and promotion by kruti and alan)		
4	12	Managing Other Promotional Tools: Sales Promotion	1:Chapter-14,pages 581-600,3: Chapter 16		Case-Rasna Prankees Promotion(adv and promotion by kruti and alan)		
5	13	Direct Marketing	1:Chapter- 15,pages607-626 3: Chapter 14				

5	14	Public Relations, Publicity	1:Chapter-16,pages 627-643 3: Chapter 17		Video Case- Dynamic Digital Advertising Corporate Product Sales Video		
5	15	Corporate Advertising	1:Chapter-16,pages 627-643 3: Chapter 17		http://www.zeroonezero.com/video/corporate-sales/CS-case-study.html		
6	16	Unconventional Promotional Media	1:Chapter- 17,pages645-663				
6	17	Media Planning and Strategy: Understanding Print Media,	1:Chapter- 18,pages668-720, Other reading 14,15		Case-Divya Bhaskar Rocks the Gujrat Video case studies- Designing the portfolio of media strategies http://video.aol.com/video-		

					detail/how-to-put-an-advertising-portfolio-together/2424172589		
6	18	Broadcast Media	1:Chapter-19,pages727-771 Other readings 13		Case-Set Boosts Viewership with Innovative Marketing of Jassi Jaissi Koi Nahin		
7	19	Out of Home Media	1:Chapter-20,pages 782-792 Other readings 13		Case-Amul-The taste of India		
7	20	Developing Media Plan	1:Chapter-21,pages796-820		Case-Champion:The Premium Milkfood Drink		
7	21	Budget, Objectives and Evaluations: Promotion Objectives and Budget Determinations;	1:Chapter-22,pages 829-854				

Mid Term Exam

Part 3 (another one fourth of total number of lectures)

8	22	Measuring IMC Performance	1:Chapter-856-904				
8	23	Legal and ethical issues in Promotion	1:Chapter24, pages 908-950 Other readings 12,13		http://www.reelseo.com/legal-video-seo-rosenberg/		
8	24	Introduction of Sales Management: Overview of Sales Management	2:Chapter-1,pages 1-22		2:Case-iTeam, Inc		
9	25	Challenges and Opportunities of Sales Career, Relationship between sales and marketing	Task for students 2:Chapter-1,		Case-Team Inc.(Sales Mgt by Cundiff)		
9	26	Formulation of Sales Program: Process of selling & buying	2:Chapter-2,pages 30-55		2:Case-Rising Action Bakery and power flour Case- Deborah Karish(Sales Mgt by Cundiff)		
9	27	Personal selling role in IMC; Organising the sales effort	2:Chapter-3,pages 84-96 2:Chapter- 4,pages101-122		2:Case:TransSpre ech 2:Case-Fondren Publishing Case-Leadership Challenge(Sales Mgt by Cundiff)		

Part 4 (another one fourth of total number of lectures)

10	28	Strategic role of information in sales management	2:Chapter-5,pages 129-163	HW3	2:Case-Lasting Impressions		
10	29	Implementation of Sales program Understanding sales person performance	2:Chapter-6,pages194-214		2:Case-Vaughn Manufacturing Company		
10	30	Motivating sales force; Personal characteristics	2:Chapter-7,pages223-246		2:Case-Land Escape Vacation Club Video case – Motivating insurance Agent http://jagmediaagency.sulekha.com/blog/post/2008/10/motivational-video-film-for-insurance-agents.htm		
11	31	Motivating sales force; Personal characteristics	2:Chapter-7,pages223-246		2:Case-Land Escape Vacation Club Video case – Motivating		

					insurance Agent http://jagmediaagency.sulekha.com/blog/post/2008/10/motivational-video-film-for-insurance-agents.htm		
11	32	Sales Aptitude	2:Chapter-8,pages252-270		2:Case-JP Reynolds Investments Case-Driskill Manufact'g Company(Sales Mgt by Cundiff		
11	33	Sales force recruitment and selection, Training sales force	2:Chapter-9,pages277-299 2:Chapter-10,pages305-329		2:Case-Digital Age Games 2:Case-Fletcher Ball Bearings		
12	34	Sales force recruitment and selection, Training sales force	2:Chapter-9,pages277-299 2:Chapter-10,pages305-329	HW4	2:Case-Digital Age Games 2:Case-Fletcher Ball Bearings		
12	35	Designing compensation for sales	2:Chapter-		2:Case-Forrest's		

		person	11,pages334-358 4:chapter-16		Bike World		
12	36	Designing compensation for sales person	2:Chapter-11,pages334-358 4:chapter-16		2:Case-Forrest's Bike World		
13	37	Evaluation and Control of Sales Program: Cost analysis	2:Chapter 12,pages 402-424, 4:chapter 23		2:Case-Takamastu Sports		
13	38	Evaluation and Control of Sales Program: Cost analysis	2:Chapter 12,pages 402-424, 4:chapter 23		Case-Martin Package Co(Sales Mgt by Cundiff)		
13	39	Evaluating sales person's performance	2:Chapter 13,pages433-451		2:Case-Massachussets Restaurants Appliances		

Additional material for spill over (for at least 2XL lectures)							
40	GD on Successful AD Agencies						
41	Media watch of surrogate and Viral Advertising						
42	Advertising spectrum: A Beacon to				Other Readings-		

	Modern Markets				14	
43	Online Crisis Management				Other Readings- 15	
44	Role play On Sales force Recruitment Strategy					
45	Discussion on Sales force Compensation Plan					

Notes: 1. Use S. No. Of the readings above

2. To be filled in on the date of delivery of lecture by the instructor

3. Put homework number from Homework Table (below) against the lecture in which planned to be assigned (by co-ordinator). The first homework should be planned for the 2nd week of classes and the last should be assigned at least two weeks before the last day of classes.

4. Do not write Lecture, OHP, LCD projector etc.

5. DoA : date of Allotment

6. DoS: date of submission

Details of Homework and Case Studies Planned:

Homework No.	Topics of the homework	Nature of Homework (Group/individual/fieldwork)	Actual DoA ^o	Actual DoS ^o	Actual date of of task evaluation
1	To design a print add for a specific company/lpu, Which will cover the whole Components of print Add(Use of headings, sub headings,body,captions,colors Font size, font style, foot notes etc.)	Analytical And Creative			

	Or Critically analyse any ten advertisements and make out a comparative study of different components like appeal, message content, role of celebrities, presentation etc				
2	Identify 1 tangible and 1 Intangible product/service. Identify sales promotion offered by the company, why these specific sales promotion offers are being offered. What according you could be the alternate promotion offers.(Identify individually for Dealers and customers). What is the Impact of various promotional offers.	Analytical			
3	Make the sales plan for launch of a product in the new territory covering the following points a. Manpower Planning b. Tour Plan c. Monthly and annual targets d. Promotional Budget e. Operational Plan	Student has to analyse each step of selling process and need to identify what should be done at each step			
4	Case study (it will be given on regular basis and will be completed till 12 th week)				

Term paper

S.No.	Topic
1	Draft an IMC Plan for the specific product allocated to you (Format attached)

All The detailed homework problems to be submitted attached as annexure

Scheme for CA: (out of 100)

Component	Frequency	Marks for each	Total Marks
Homework	3 out of 4	15	45
Term paper	1	25	25
Quiz	2	15	30
Total			100

Plan for Tutorials : (Plan for 7 x T before MTE , 6 x T after MTE)

S. No.	Topic (s)	Type of pedagogical tool(s) planned (case analysis, problem solving, test, role play, business game etc)	Pedagogical tool actually used – mention the title. (case analysis, problem solving, test, role play, business game)	Date held for group A.	Date held for group B
1	1:Bhaskar Rocks The Gujrat News paper Market with its Launch	Warm up Case study			
2	Print Advertisement (Text Book-1)	Discussion on Actual Print Add with Theoretical concepts			
3	Discussion on Term Paper				
4	2:Mary Kay Inc-The Saleswomen	Case Based Presentation			

5	1:Raymonds	Case Based Presentation			
6	Revision of Syllabi	Doubt Clearing Session			
MID TERM EXAM					
7	2: LG India-Approach to rural markets	Case Based Presentation			
8	2:Specturm Brands,Inc-The Force Dilemna	Case Based Presentation			
9	Term paper review				
10	Selling the product	Role play			
11	LPU	Designing IMC			
12	2:Organization Restructuring at Nokia	Case Based Presentation			
13	Revision of Syllabi	Doubt Clearing Session			

Prepared by (Instruction Planner: Name, signature & date)

Comments of Coordinator of Specialisation (COS) wherever this designation exists/ CoD-F (if any)

Comments of HoD-F / HOF (if there is no HOD-F)

Course Report by Teacher

(for all courses with or without lab)

1. Course reports are to be regularly updated throughout the term.
2. It is to be monitored by HOD-S one week before the MTE and at the end of the course, i.e., within the first week of the end term examination
3. The completed reports should be sent to HoD-F through HoD-S.
4. The reports will then be filed in the Master Course File and retained in the office of the HoD-F, who will use it for the end-term review of course syllabus, and will pass on the file to the Instruction Planner for the course in the new term.

Format for Course Report

Term: _____ Course Code: _____ Course Title: _____

Name of Instructor: _____ Bio-metric ID: _____

(To be updated regularly by the instructor and submitted at the end of term to HoD-F through HoD-S)

S.No.	Innovation introduced [New pedagogy, new demonstration, case study, teaching aid, etc. NOT part of the Instruction plan	Topic and lecture number where introduced	
			Lect ures Gene ral Com ment s of the Instr uctor abou t the suita

bility of IP

General Comments of the lab Instructor about the suitability of IP or new pedagogy attempted in labs:

Syllabus Coverage Report

Syllabus coverage by one week before MTE Satisfactory/ lagging* by ____ lectures. Syllabus coverage by two week before ETE *

Signature of Instructor & Date

Signature of HoD-S & Date

* HoD-S will submit to HoS a consolidated list of all lagging cases.