



St. Paul Institute of Professional Studies, Indore
An Autonomous Institute Affiliated to Devi Ahilya Vishwavidhyalaya, Indore
Accredited by NAAC with 'A' Grade
Phone No. 0731-2499911, 49661355, 4961356
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Semester IV
Paper I D- 401 - Advertising and Sales Management

Optional

Unit	Particulars
I	Introduction: Concept, Scope, Objectives and Functions of advertising. Role of advertising in marketing mix and the advertising process. Legal, ethical and social aspect of advertising.
II	Pre-launch Advertising Decision: Determination of target audience, Advertising media and their choice. Advertising, measures, Layout of advertisement and advertising appeal, Advertising copy.
III	Promotional Management : Advertising department, Role of advertising agencies and their selection, Advertising budget, Evaluation of Advertising effectiveness
IV	Personal Selling : Meaning and Importance of personal selling,- Difference between personal selling, Advertising and sales promotion. Methods and procedure of personal selling.
V	Sales Management : Concept of sales management, Objectives and Functions of sales managements. Sales organization, Management of sales force and Sales force objectives, Sales force recruitment, selection, training, compensation and evaluation.

Suggested Readings:

1. Philip Kotler — Marketing Management
2. Sontaka — Marketing Management
3. P.C. Tripathi — Marketing Management
4. Bhadad & Porwal — Marketing Management

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Semester IV
Paper II- D-402 - Consumer Behaviour

Optional

Unit	Particulars
I	Introduction : Meaning and Significance of consumerbehaviour, Determinants of consumer behaviour, Consumer behaviour Vs. buyers behaviour, Consumer buying process and consumer movement in India.
II	Organisational Buying Behaviour and Consumer Research : Characteristics and Process of organizational buying behaviour Determinants of organizational buying behaviour. History of consumer research and Consumer research process
III	Consumer Needs and Motivations : Meaning of motivation, Needs and Goals, Dynamic nature of consumer motivation, Types and systems of consumer needs, measurement of motives and Development of motivational research.
IV	Personality & Consumer Behaviour : Concept of personality, theories of personality, Personality and understanding, consumer diversity, Self and self-images
V	Social Class and Consumer Behaviour : Meaning of social class, Measurement of social class, Lifestyle profiles of the social class, Social-class mobility. Affluent and Non-affluent consumer. Selected consumers behaviour, applications of social class

Suggested Readings:

1. Philip Kotler — Marketing Management
2. Jain, Jinendra kumar - Marketing Management

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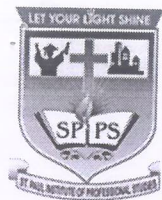
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Semester IV

Paper III -D- 403 - Rural & Agricultural Marketing

Optional

Unit	Particulars
I	Rural Marketing: Position of Indian rural marketing and Approach to rural markets of India, Rural consumer and demand dimensions and Market segmentations, Channels of distribution and physical distribution Product management, Marketing communication and sales force tasks
II	Agricultural Marketing: Concept, Nature, Scope and Subject matter, Classification of agricultural products and their difference with manufactured goods. Agriculture market: Meaning, Components, Dimensions and Classification. Market structure: Dynamics of market structure, Components of market, structure and Market forces.
III	Market Management and Channel Strategy : Modern marketing management and agricultural products, Structured organized markets-commodity exchange and produce exchange, Cash market, Forward dealing. Exchange market, Speculative market, Channels of distribution for consumer goods, Agricultural consumer goods and Agricultural raw materials.
IV	Rural Market in India : Regulated market, Genesis of regulated market in India, Limitations in present marketing regulation, Advantages and Limitations of regulated market, Organization of regulated market, Future of regulated and regulated markets in India.
V	Marketing of Farm Products : Packaging - Packing and Packaging, Packing material. Transportation Advantages, Means of transport and Transportation cost. Grading and Standardization - Meaning, Type, Criteria, Labeling and specification, storage, Warehousing, Processing and Selling.

Suggested Readings:

1. Marketing Management — Sontaka
2. Marketing Management — R.L. Vashney
3. Marketing Management — Bhadada & Porwal
4. Marketing Management — Jain J.K.

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Semester IV

Paper IV - D-404 - International Marketing

Optional

Unit	Particulars
I	International Marketing : Meaning, Scope, Nature and Significance. International Marketing Environment - Internal and External Environment, International Market, Orientation, Identification and Selection of foreign market, Functions and qualities of an Export Manager.
II	Export Organization : Meaning, affecting factors and types, Overseas Product Development: It's concept and methods, pricing and its factors, Methods, of Pricing, Price quotation.
III	Direct Trading and Indirect Trading Meaning and Methods, Methods of Payment in international Marketing
IV	Export Credit : Meaning, Nature,, Influencing factors and significance, Methods of Export Credit, Export Credit and Finance in India. Risk in Export Trade, Role of the Export Credit Guarantee Corporation of India Limited, The Export-Import Bank of India
V	Export and Import Procedure : Documentation in foreign trade, Bilateral and Multilateral Trade Agreements, Its meaning, objective, types and significance, SAARC, Role of WTO in Foreign Trade.

Suggested Readings:

1. International Marketing — V.S. Rathore

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