



CBCS

Department of Marketing  
Nizam College (Autonomous), Osmania University  
Basheerbagh, Hyderabad – 500001.

Semester – I

Paper -1

**Marketing communication**

Unit – I

Basic concept – Market – Marketing – Marketing Mix – Marketing Strategy – Marketing Environment – Internal Environment – (Company, Suppliers, Marketing intermediaries, Customer) External Environment (technological, economic, cultural & public policy etc..)

Unit – II

Communication – Objectives – Importance of Communication – Communication process – Barriers of communication – steps in developing effective Marketing Communication.

Unit – III

Overview of Marketing communication: Marketing communication – Why we need marketing communication – Role of marketing communication – Elements in marketing communication -Process of marketing communication

Unit – IV

Types of communication: Vertical communication (Downward, upward) – Horizontal communication – grapevine communication – Consensus communication – Limitations – Inter personal communication – Formal and informal communication.

Unit – V

Media for marketing communication: Overview of media – Media analysis - Integrated communication in marketing- Rural Marketing Vs. Urban Marketing- Contemporary Issues in marketing.

Practicals:

Developing writing skills and communication practice with special reference to case studies, role plays, and dialogues and stimulating situations.



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Semester – II

PAPER - 2

ADVERTISING – I

Unit – I Advertising – Marketing – Characteristics – Origin and Growth of advertising – Objectives of advertising – Importance of advertising in Modern marketing – Advertising Vs. Marketing – Advertising Vs. Communication.

Unit – II Type of advertising – Commercial, Non-Commercial, Classified and Display, Persuasive, Institution, National & Local, comparative & Co-operative, Consumer & Industrial advertising – Primary & Selective demand advertising.

Unit – III Role of advertising in the Global Marketing – Scope of Advertising – Functions of Advertising.

Unit – IV Advertising plan: Advertising Strategy – Advertising Campaign – Campaign Planning – Basis of Campaign planning – Phase of campaign planning.

Advertising Agency: Features – Function – Structure.

Unit – V Advertising Budget – Steps involved in preparing budget – Methods involved in framing. Advertising Budget – Factors effecting the advertising expenditure in company.

Summer Training: -

4 weeks internship in Advertising Agency.



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**SEMESTER – III**

**PAPER – 3**

**ADVERTISING – II**

**UNIT – I Ad – agency:** Introduction – History and Functions of ad-agency – Feature – Role and Importance in advertising – Structure of ad –agency – Selection of an ad-agency.

**UNIT – II Advertising Media :** Meaning – Classification of ad-media – Indoor media (Newspaper, Magazines, Radio, TV. Cinema, Video) – Outdoor media (Poster, Displays, Electronic Signboards, Travelling Displays, Sandwich men etc.) Direct media (Postcard, Envelop enclosure, booklet, Catalogues- Sales letter/Display media (Widow Display, Country Display (interior Decoration), Show Room – Exhibitions, Show Cases, Trade Fairs) – Factors to be kept in mind while selecting advertising media.

**UNIT – III Media Planning:** Introduction – Importance of media planning – Steps involved in media planning – Factors influencing Media planning.

**UNIT – IV Media Scheduling:** Introduction – Importance – Methods of media scheduling.

**UNIT – V Evaluation of Advertising Effectiveness:** Introduction – Importance – Methods of measuring Advertising Effectiveness – Pre - testing and Post – testing.

**Practical's:**

Role of Advertising and dummy presentation, Dummy media plans, collection of information on different media and sources of information.



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**SEMESTER – IV**

**PAPER - 4**

**PERSONAL SELLING AND SALESMANSHIP**

**UNIT – I** Personal selling: Introduction – Nature and Importance of Personal Selling – Objectives of Personal selling- Advantages of personal selling – Limitation of Personal selling.

**UNIT – II** Psychology in selling and Buying Motives: Introduction to Psychology Selling – Stages in Psychology process of Buying Motives and Selling points – Buying Motives and Group Influence.

**UNIT – III** Process of Effective Selling: Introduction – Stages involved in Selling process – Prospecting – Pre-approach – Approach- Presentation Demonstration – Handling – Objectives – Closing of sales – Post Sales activities.

**UNIT – IV** Salesmanship: Introduction to Salesmanship – Origin and Evolution of Salesmanship – Essential features of Good Salesmanship – Nature of Salesmanship – Scope of Salesmanship.

**UNIT – V** Sales Organization: Introduction to Sales Organization – Structure – Objectives – Functions – Importance – Types of Sales Organization.

**Summer Training:** 4 Weeks internship in an Advertising Agency.





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**SEMESTER – V**

**PAPER – 5**

**MANAGEMENT OF SALES FORCE**

**UNIT – I** Sales force: Meaning – Need- Objectives – Function – Importance of Sales force skills possessed by sales force

**UNIT – II**

Personnel Management in the selling field – Activities of Sales force Management – Sales Execution and Sales force management.

**UNIT – III**

Recruitment and Selection of sales personnel: Recruitment sources – Selection process – Selection Techniques.

**UNIT – IV**

Sales force Training – Aims of training – Identification of training needs – Contents of the training programme – Training methods – Executive and evaluation of sales training programmes.

**UNIT – V**

Motivation and Moral of sales force – Compensation of sales force – Performance Appraisal of sales force.

**Practical's:**

- Preparation of project and budget schedules.
- Motivation Games.
- Market Surveys – Visit and questionnaires.



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SEMESTER – V

**ELEMENTS OF ENTERPERNEURSHIP**

UNIT – I

Entrepreneurship – Meaning – Need – Characteristics – Evolution and Development of entrepreneurship  
Factors influencing entrepreneurial growth – Entrepreneur – Classification and Types of Entrepreneurs –  
Qualities of entrepreneurs : Creativity, innovation and Entrepreneurship.

UNIT – II

Market Survey – Objectives – Techniques of market survey – PERT – CPM (Applications – Advantages-  
Limitations) – PERT Vs CPM.

UNIT – III

Identification of Opportunities – Project Identification – Criteria for selecting a particular project –  
converting Business opportunities into reality – SWOT Analysis.

UNIT – IV

Location problems – Factors influencing location of projects – Environmental problems – measures and  
actions – Technology utilization and Quality control.

UNIT – V

Setting up of Small Scale Industry – Steps involved in setting up Small Scale Industry – Preparation of  
feasibility report – Guidelines for feasibility report .



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SEMESTER – V

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**SERVICES MARKETING**

UNIT -1: Concept of services- Nature - Scope- Characteristics of services- importance- Goods Vs Services-Emergence and Reasons for growth of service sector in India- Classifications of services- Environment of Service Marketing.

UNIT-2: Marketing Mix of Services: 8 P's of marketing mix-Product, Price, Promotion, Place, Physical evidence, People, Processes-Planning and creating of services-Identifying and classifying supplementary services-Product life cycle of services-Branding of services-New Service development.

UNIT-3: Pricing of Services-Objectives-Approaches-Methods-Problems in pricing. Promotion and Personal Selling in service industry, designing the communication mix for services- Objectives of communication- Challenges and Opportunities- Distribution channels for services- Options for service delivery-Modes of delivery –The role of intermediaries.

UNIT-4: People Importance of people in service marketing- Role of various people involved. Physical Evidence concept of Physical Evidence- Importance- Types of Physical Evidence in various services - Process concept- Types of process - Role of process in various services.

UNIT-5: Challenges in marketing of services-Application of Service Marketing to Hospitals - Educational Institutions, Tourism, Banking and Hospitality Industries.

**Suggested Readings:**

- Adrian Payne: Essence of Services Marketing , Adrian Payne, PHI
- Jha, S.M: Services Marketing, Himalaya Publishing House.
- GovindApte : Services Marketing ,Oxford University Press.
- C.Bhattacharjee: Service Marketing ,Excel book.
- Sinha : Services Marketing, Himalaya Publishing House.



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SEMESTER – VI

PAPER – 7

**SALES PROMOTION AND PUBLIC RELATIONS**

**UNIT – I**

Meaning – Nature and growing Importance of sales promotion – Methods of sales promotion: Consumer oriented sales promotion – Manufacturing oriented sales promotion – Trade oriented sales promotion.

**UNIT – II**

Major tools of sales promotion – Samples – Point of purchases – Display – Demonstrations – Yellow Pages – Exhibitions – Fashion shows – Consumer contest – Coupons – Lotteries – Gifts – Premiums – free goods – Conventions – Conference – Trade Shows – Rebate Patronage – Rewards – Sales promotion on internet.

**UNIT – III**

Developing sales promotion program – Pretesting – Post testing – Implementing and evaluating the sales promotion programs – Making necessary modifications for effective sales promotion program.

**UNIT – IV**

Meaning – Functions of Public Relations – Importance of Public Relations – Public Relations and Marketing - Evaluation of Public Relations.

**UNIT – V**

Corporate Image Building – Media Relations – Internal communications – Newsletters – Events marketing and sponsorship – Sports promotion – Crisis communication .





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SEMESTER – VI

PAPER 8

**PROJECT WORK**

Marks : Project work-70

Viva-voice-30 marks.

OBJECTIVES:

1. To impart skills among the students to write a report of their choice in a given area/field.
2. To enable the students to develop necessary insights into the practical field by making use of functional knowledge of different area attained in the previous years.

Internship:

During the summer vacation, at the end of the second year, students have to undergo an internship for one month with companies and other Business organizations (including Chartered Accounting Firms)

The student should submit a brief report not exceeding 10 pages on learning's of internship and a certificate from the organization, along with the project work.

Project Work Guidelines:

The students have to submit a project report on a selected topic of their choice, selecting from the broad areas of their curriculum, guided by a Faculty member.

The students are expected to prepare a project report on a selected topic that should comprise of 50 to 80 pages. The project report is to be valued by the External Examiners suggested by the Board of Studies in Commerce. The project report is to be submitted at the college by 31<sup>st</sup> December of the year.