

**NIZAM COLLEGE  
DEPARTMENT OF  
MARKETING LIST OF  
PAPERS**

Code	Course Title	HPW	Credits	Exam Hrs	Marks
<b>SEMESTER - I</b>					
DSC103	Marketing communication and Fundamentals of Advertising	5	5	3 hrs	80C+15-I+5A
<b>SEMESTER - II</b>					
DSC203	Advertising agency	5	5	3 hrs	80C+15-I+5A
<b>SEMESTER - III</b>					
DSC303	Personal Selling and Media Management	4+2 (5)	5	3 hrs	80C+15-I+5A(50P)
SEC1	Elements of Entrepreneurship	2	2	1 ½ hrs	80C+15-I+5A(50P)
<b>SEMESTER - IV</b>					
DSC403	Digital marketing and international advertising	4+2 (5)	5	3 hrs	80C+15-I+5A(50P)
SEC2	Digital marketing	2	2	1 ½ hrs	80C+15-I+5A(50P)
<b>SEMESTER - V</b>					
GE	Management of sales force	4	4	3 hrs	80C+15-I+5A(50P)
DSE503 A	Elements of entrepreneurship development	4+2 (5)	5	3 hrs	80C+15-I+5A(50P)
B	Service Marketing				
<b>SEMESTER - VI</b>					
PR	Project Report	4T 2T+4R	4	1 ½ hrs	PR-75+15VV+10 PRESENTATION 80C+15-I+5A
DSE603 A	Sales Promotion and Public Relations	4+2 (5)	5	3 hrs	80C+15-I+5A(50P)

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SEC: Skill Enhancement Course; DSC: Discipline Specific Course; DSE: Discipline Specific Elective;  
GE: Generic Elective T: Theory; P: Practical; I: Internal Exam U: University Exam: PR: Project  
Report; VV: Viva-Voce Examination.

Note: i) A student should opt for either a or b of DSE Groups in V

SEM: I - PRACTICALS: ADOBE PHOTOSHOP – 50 Marks

SEM: II - PRACTICALS: ADOBE PREMIERE PRO – 50 Marks

SEM: III – PRACTICALS: 3D MAX (VOLUME – A) – 50 Marks

SEM: IV – PRACTICALS: 3D MAX (VOLUME – B) – 50 Marks

SEM: V (a) – PRACTICALS: MACRO MEDIA FLASH – 50Marks

SEM: V (b) – INNOVATIVE PRODUCT PRESENTATION – 50 Marks

SEM: VI (a) - PRACTICALS: WEB DESIGING HTML - - 50 Marks

SEM: VI (b) –DUMMY PRODUCT PRESENTATION - 50 Marks

## Course Syllabus:

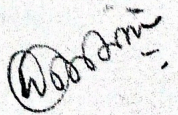
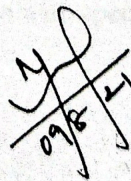
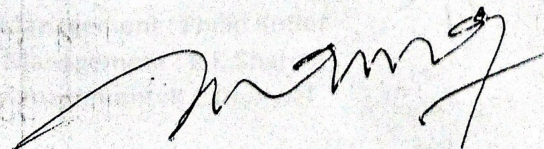
The Marketing curriculum is offered in the semester pattern spread over three years with two semesters per year. The papers include:

Year I: MARKETING COMMUNICATION AND ADVERTISING – I (1 & 2),

Year II: ADVERTISING – II AND PERSONAL SELLING (3 &4),

Year III: MANAGEMENT OF SALESFORCE SIZE AND ( a ) ENTREPRENEURSHIP DEVELOPMENT  
(b) SERVICE MARKETING ( 5 & 6( a) and 6(b))

Year III: SALES PROM OTION AND PUBLIC RELATIONS & PROJECT WITH VIVA (7,8)







## B.A MARKETING SYLLABUS

B.A - I year  
SEMESTER - 1

### DSC - 103: Marketing Communication and Fundamentals of Advertising

Paper : 1

THPW: 4 Hrs

Exam Duration: 3Hrs

Credits: 4

Total number of hours: 60

**Objective:** This paper is intended to familiarize the students with the concepts of marketing management, communication and its usage to marketing and to familiarize the students with the basic concepts and understanding the importance of advertising, advertising planning and advertising budget.

**Unit - I : INTRODUCTION TO MARKETING AND MARKETING ENVIRONMENT:** Basic concept - Market - Marketing - Marketing Mix - Marketing Strategy - Marketing Environment - Internal Environment - External Environment - Communication - Objectives - Importance of Communication - Communication process - Barriers of communication - steps in developing effective Marketing Communication.

**Unit - II: OVERVIEW OF MARKETING COMMUNICATION AND TYPES OF COMMUNICATION:** Meaning of Marketing communication - Importance of Marketing communication - Role of Marketing communication - Elements in marketing communication - Process of marketing communication.

**Types of communication:** Vertical communication (Downward, upward) - Horizontal communication - Grapevine communication - Consensus communication - Limitations - Inter personal communication - Formal and informal communication.

**Unit - III : MEDIA FOR MARKETING COMMUNICATION AND FUNDAMENTALS OF ADVERTISING:** Overview of media - Media analysis - Integrated communication in marketing - Rural Marketing Vs. Urban Marketing - Contemporary Issues in marketing.

**Advertising:** Characteristics - Origin and Growth of advertising - Objectives of advertising - Importance of advertising in Modern marketing - Advertising vs. Marketing - Advertising Vs. Communication.

**Unit - IV TYPE OF ADVERTISING:** Commercial, Non-Commercial, Classified and Display, Persuasive Institution, National & Local, comparative & Co-operative, Consumer & Industrial advertising - Primary & Selective demand advertising - Role of advertising in the Global Marketing - Scope of Advertising - Functions of Advertising.

**Unit - V ADVERTISING PLANNING AND ADVERTISING BUDGET:** Advertising Strategy - Advertising Campaign - Campaign Planning - Basis of Campaign planning.

**Advertising Budget:** Steps involved in preparing budget - Methods involved in framing - Advertising Budget - Factors affecting the advertising expenditure in company.

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

#### Reference Books:

1. Marketing Management : Philip Kotler
2. Marketing Management : R.K.Sharma
3. Marketing Management : R.C.Agarwal

*Handwritten signature*  
Assistant Professor  
DEPARTMENT OF COMMERCE  
DUCW, KOTLAHYD



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**Dr. G. SRINIVAS RAO**  
M.Com., MBA., Ph.D., (PDF-UGC)  
Assistant Professor  
Department of Commerce,  
Osmania University, Hyderabad





**B.A MARKETING SYLLABUS**  
**B.A - I year**  
**SEMESTER - II**  
**DSC - 203: Advertising Agency**

Paper : 203

THPW: 4 Hrs

Exam Duration: 3Hrs

Credits: 4

Total number of hours: 60

**Objective:** This course presents the various classifications and functions of advertising, effects of Advertising and to familiarize the students with the importance of advertising agency, Sales promotion and Public relations in advertising.

**Semester - II**

**ADVERTISING AGENCY**

**Paper -2**

**UNIT - I INTRODUCTION TO ADVERTISING AGENCY:** Introduction - History of advertising agency and Functions of advertising agency - Feature of advertising agency - Importance in advertising - Structure of advertising agency -Criteria for Selection of an advertising agency.

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

**UNIT- III ADVERTISING AND SALES PROMOTION:** Sales promotion- Definition - Types- Features - Increasing importance - Reasons - Advantages and Disadvantages of the combination of advertising and sales promotion.

**Advertising and public Relations/publicity:** Public Relations - Definition - publicity - Meaning - Advertising, Public Relations and publicity - Advantages and Disadvantages

**UNIT- IV MEDIA PLANNING AND MEDIA SCHEDULING:** Media Planning: Introduction to media planning - Features of media planning- Importance of media planning - Steps involved in media planning - Factors influence Media planning.

**Media Scheduling:** Introduction to Media Scheduling - Importance of Media Scheduling - Methods of media scheduling.

**UNIT - V EVALUATION OF ADVERTISING EFFECTIVENESS:** Introduction to evaluation of advertising effectiveness - Importance of evaluation of advertising effectiveness - Methods of measuring Advertising Effectiveness - Pre - testing (check list method, Consumer jury survey method, Coupon Response method), Post - testing(Recall method, Recognition method, Triple Association method, Attention method)

**Practicals:** Preparation of advertising campaign , skits , Dummy role play with case studies, role plays, dialogues and stimulating situations with practical implementation of advertising.

**Training:** 4 Weeks internship in a company

**Suggested readings:**

1. Advertising - Sontakki - Himalaya Publishing House
2. Advertising Planning and implementation - Sharma and Singh - Prentice Hall
3. Advertising Management - concepts and case - Mahendra Mohan - Tata Mc Graw Hill
4. Belch and Belch - Advertising and promotion - Tata McGraw Hill.

*(Signature)*  
**Assistant Professor**  
**DEPARTMENT OF COMMERCE**  
**NEW KOT HYD**

*(Signature)*  
**Dr. G. SRINIVAS RAO**  
 M.Com M.B.A Ph.D. (PDF-UGC)  
 Assistant Professor  
 Department of Commerce





**B.A MARKETING SYLLABUS**  
**B.A - II year**  
**SEMESTER - III**  
**DSC – 303: Personal Selling and Media Management**

Paper : 303

THPW: 4 Hrs

Exam Duration: 3Hrs  
Total number of hours: 60

Credits: 4

**UNIT – I: PERSONAL SELLING AND PSYCHOLOGY OF SELLING:**

Meaning, Nature and Scope of Personal Selling – Objectives of Personal Selling – Effective Selling and its Process – Advantages and Limitations of Personal Selling - Psychology of Selling – Principles of Psychology of Selling- Psychology of Selling Online.

**UNIT – II: SALESMANSHIP:**

Meaning, Origin and Evolution of Salesmanship – Features, Objectives and Scope of Salesmanship – Characteristics and Duties of Salesmen- Types of Salesmen – Advantages and Limitations of Salesmanship.

**UNIT – III: MEDIA RESEARCH:**

Meaning, Nature, Scope, Process and Types Media Research – Tools and Techniques of Media Research – Role and Importance of Media Research – Media Research and Analysis.

**UNIT – IV: MEDIA SELLING:**

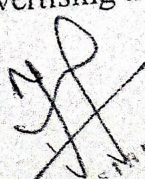
- (a) Media Mix: Meaning of Media Mix – Need for Media Mix – Factors Affecting Media Mix Decisions – Types of media Mix Decision.
- (b) Media Choice: Print, Audio, Television, Digital. **Out of Home Media:** Meaning – Factors Affecting Selection of Media – Types – Advantages and Disadvantages
- (c) Emerging Media: Online – Mobile – Gaming – In-flight – In Store – Interactive Media.
- (d) Media strategy : Meaning – Need for media strategy – Components – Steps in Formulating Media Strategy


**UNIT – V: SALES ORGANIZATION:**

Meaning, Characteristics, Objectives, Functions and Types of Sales Organization - Structure of Sales Organization - Criteria for setting a successful sales organization -Steps in Setting up Sales Organization -Role and Importance of Sales Organization.

**Suggested readings:**

1. Personal selling and media management – Sontakki – Himalaya Publishing House
2. Advertising Planning and implementation – Sharma and Singh – prentice Hall
3. personal selling and media advertising – concepts and casa – Mahendra Mohan – Tata Mc Graw Hill.
4. Belch and Belch – Advertising and promotion – Tata McGraw Hill.

  
DR. G. SRINIVAS RAO  
PROFESSOR  
OF COMMERCE  
T. HYD.

  
Dr. G. SRINIVAS RAO  
M.Com., MBA, Ph.D., (PDF-JGC)  
Assistant Professor  
Commerce.





B.A MARKETING SYLLABUS  
B.A - II year  
SEMESTER - III

**PAPER- SEC 1: Elements of Entrepreneurship**  
(Skill Enhancement Course)

Paper : SEC - I  
THPW: 2 Hrs  
Credits: 2

Max. Marks:40  
Exam Duration: 2Hrs

**UNIT - I : ENTREPRENEURSHIP:**

Entrepreneurship - Meaning - Need - Characteristics - Evolution and Development of entrepreneurship Factors influencing entrepreneurial growth - Entrepreneur - Types of Entrepreneur.

**FEASIBILITY REPORT:**

Meaning of feasibility- contents of a feasibility report- Preparation of feasibility report - Guidelines for feasibility report.

**UNIT - II : MARKET SURVEY:**

Market Survey - Introduction- Objectives - Techniques of market survey - PERT-Applications- Advantages and Disadvantages of PERT- CPM- Applications- Advantages and Disadvantages of CPM- Difference between PERT and CPM.

**ENVIRONMENTAL PROBLEMS:**

Environmental problems - Meaning- various methods of environmental problems - Measures and actions taken by state and central government.

**Suggested readings:**

1. Entrepreneurship Development - Sontakki - Himalaya Publishing House
2. Entrepreneurship Development - S.Anil, S.C. Poornima, Mini.K.Abraham-New Age International Publishers
3. Entrepreneurship Development - concepts and cases - Mahendra Mohan - Tata Mc Graw Hill.
4. Entrepreneurship Development - A.K.Lal
5. Entrepreneurship Development- The Basic-----Dibin Sekharan

DEPARTMENT OF COMMERCE  
OSMANIA UNIVERSITY  
HYD



**Dr. G. SRINIVAS RAO**  
M.Com., MBA., Ph.D. (PDF-UGC)  
Assistant Professor  
Department of Commerce,  
Osmania University, Hyderabad





B.A MARKETING SYLLABUS  
B.A - II year  
SEMESTER - IV  
**DSC - 403: DIGITAL MARKETING AND INTERNATIONAL ADVERTISING**

Paper : 403

THPW: 4 Hrs

Exam Duration: 3Hrs

Credits: 4

Total number of hours: 60

**Course Objectives:**

This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing and international advertising in the present changing scenario. It also enables the student to learn the application of digital marketing and international advertising tools and acquaint about the ethical and legal aspects involved therein.

**UNIT I: INTRODUCTION TO DIGITAL MARKETING:**

Concept – scope- importance of digital marketing - Traditional marketing versus digital marketing - Challenges and opportunities for digital marketing – Types of digital marketing- Digital-marketing mix.

**UNIT II: INTERACTIVE MARKETING:**

Interactive marketing: concept – Types of interactive marketing –Benefits of interactive marketing - Social media marketing: concept and tools - Online communities - Blogging: types and role - Video marketing: tools and techniques - Mobile marketing tools - PPC marketing - Payment options.

**UNIT III: ETHICAL AND LEGAL ISSUES:**

Introduction to Ethical issues – Implementation of Ethical and legal challenges in digital marketing - Regulatory framework for digital marketing in India.

**UNIT IV: INTERNATIONAL ADVERTISING:**

Introduction to International advertising – Objectives of international advertising – Importance of international advertising – Decision areas in international advertising – criteria for selecting an advertising for international advertising.

**UNIT V: PERSUASION ADVERTISING:**

Concept and role of advertng – Communications models- Concept and role of Persuasion – Techniques of Persuasion - Persuasion process – Major advertising decisions – Factors influencing advertising- Determining advertising objectives and its budget.

**References**

- Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). *Internet Marketing: Strategy, Implementation, and Practice*. Pearson India
- Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). *E- Marketing*. Routledge
- Gupta, Seema (2018). *Digital Marketing*. McGraw Hill Education (India) Private Ltd.
- Kapoor, Neeru. *E-Marketing*, Pinnacle learning
- Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). *Digital Marketing: 4.0 Moving from Traditional to Digital*. Pearson India

Training: 4 Weeks internship in a company

*NP*  
Assistant Professor  
DEPARTMENT OF COMMERCE  
UNIVERSITY OF HYD

*Dr. G. Srinivas Rao*  
Dr. G. SRINIVAS RAO  
M.Com., MBA, Ph.D., (PDF-UGC)  
Assistant Professor  
Department of Commerce





B.A MARKETING SYLLABUS  
 B.A - II year  
 SEMESTER - IV  
**PAPER- SEC 2: LEADERSHIP AND TEAM DEVELOPMENT**

(Skill Enhancement Course)

Paper : SEC - 2  
 THPW: 2 Hrs

Credits: 2  
 Exam Duration: 2Hrs

**Course Objective**

The underlying objective of this course is to create an in-depth understanding of the concept of leadership and team building as well as help undergraduate students to examine leadership in contemporary context and learn principles of building highly effective teams.

**UNIT I: LEADERSHIP:**

Styles and attributes of Leadership, Transactional and transformational leadership, Ethical leadership, culture and leadership (the emerging trends in leadership are to be discussed with case studies and projects).

**UNIT II: GROUPS AND GROUP PROCESSES:**

The nature and types of groups, Group dynamics- group cohesion, group roles and group norms, threat to group effectiveness, Managing group and inter-group dynamics.

**LEADERS AND GROUP DECISIONS:**

Group decision making, Power and influence in teams, Leadership and team empowerment, Challenges in team decision making.

Practical

Case studies can be used in teaching various units.

**References**

- Luthans, F. (1997). *Organisational Behavior*. McGraw-Hill International Editions.
- Robbins, S. T., Judge, T. A., & Hasham, E. S. (2013). *Organisational Behavior*. Pearson.
- Singh, K. (2015). *Organisational Behavior: Texts & Cases* (3rd Edition ed.). India: Pearson.
- Griffin, R. W., Phillips, J. M., & Gully, S. M. (2017). *Organisational Behavior: Managing People and Organisations*. Cengage Learning.
- Greenberg, J., & Baron, R. A. *Behavior in Organisations*. Prentice Hall of India Pvt.Ltd., New Delhi.
- Hersey, P. K., Blanchard, D., & Johnson, D. *Management of Organisational Behavior: Leading Human Resources*. Pearson Education.

*[Signature]*  
 ASSISTANT PROFESSOR  
 DEPARTMENT OF COMMERCE  
 KOTU, HYD

*[Signature]*  
**Dr. G. SRINIVAS RAO**  
 M.Com., MBA., Ph.D., (PDF-UGC)  
 Assistant Professor  
 Department of Commerce,  
 University, Hyderabad





BA MARKETING SYLLABUS  
BA - III year  
SEMESTER - V  
**GENERIC ELECTIVE: MARKETING COMMUNICATION**

Paper : GE

THPW: 4 Hrs

Exam Duration: 3Hrs

Credits: 4

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**Objective:** This paper is intended to familiarize the students with the concepts of marketing management, communication and its usage to marketing and to familiarize the students with the basic concepts and understanding the importance of advertising, advertising planning and advertising budget.

**UNIT - I : INTRODUCTION TO MARKETING AND MARKETING ENVIRONMENT:**

Basic concept - Market - Marketing - Marketing Mix - Marketing Strategy - Marketing Environment - Internal Environment - External Environment - Communication - Objectives - Importance of Communication - Communication process - Barriers of communication - steps in developing effective Marketing Communication.

**UNIT - II: OVERVIEW OF MARKETING COMMUNICATION AND TYPES OF COMMUNICATION:**

Meaning of Marketing communication - Importance of Marketing communication - Role of Marketing communication - Elements in marketing communication - Process of marketing communication.

**Types of communication:** Vertical communication (Downward, upward) - Horizontal communication - Grapevine communication - Consensus communication - Limitations - Inter personal communication - Formal and informal communication.

**UNIT - III : MEDIA FOR MARKETING COMMUNICATION AND FUNDAMENTALS OF ADVERTISING:** Overview of media - Media analysis - Integrated communication in marketing- Rural Marketing Vs. Urban Marketing- Contemporary Issues in marketing.

**Advertising:** Characteristics - Origin and Growth of advertising - Objectives of advertising - Importance of advertising in Modern marketing - Advertising vs. Marketing - Advertising Vs. Communication.

**UNIT - IV TYPE OF ADVERTISING:**

Commercial, Non-Commercial, Classified and Display, Persuasive, Institution, National & Local, comparative & Co-operative, Consumer & Industrial advertising - Primary & Selective demand advertising- Role of advertising in the Global Marketing - Scope of Advertising - Functions of Advertising.

**UNIT - V INTRODUCTION TO ADVERTISING MEDIA:**

Meaning - Classification of ad-media - Indoor media (Newspaper, Magazines, Radio, and TV. Cinema, Video) - Outdoor media (Poster, Displays, Electronic Signboards, Travelling Displays, Sandwich men etc.) - Display media (Postcard, Envelop enclosure, booklet, Catalogues- Sales letter-Widow Display- Interior Decoration- Show Room - Exhibitions- Show Cases- Trade Fairs) - Factors to be kept in mind while selecting advertising media.

**Reference Books:**

1. Marketing Management : Philip Kotler
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3. Marketing Management : R.C.Agarwal



**Dr. G. SRINIVAS RAO**  
M.Com., MBA., Ph.D., (PDF-UIC)  
Assistant Professor  
Department of Commerce,  
Osmania University, Hyderabad





B.A MARKETING SYLLABUS  
B.A - III year  
SEMESTER - V

(DSE ELECTIVE - I)  
**ELEMENTS OF ENTREPRENEURSHIP DEVELOPMENT**

Paper - DSE - I  
Exam Duration: 3 Hrs.

THPW: 4 Hrs  
Credits: 4

### Course Objectives

This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of entrepreneurship in the Organization. It also enables the student to learn the evolution and development of entrepreneurship, role of entrepreneur for establishment of organization, discuss the swot analysis, study the environment problems and take the remedial measures to overcome them.

#### 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:

Introduction- Objectives - Techniques of market survey - PERT-Applications- Advantages and Disadvantages of PERT- CPM- Applications- Advantages and Disadvantages of CPM- Difference between PERT and CPM.

#### UNIT - III: IDENTIFICATION OF OPPORTUNITIES:

Introduction - Project formulation -preparation of project report- Criteria for selecting a particular project - converting Business opportunities into reality - SWOT Analysis - Meaning - Usefulness of SWOT analysis in innovation.

#### UNIT - IV : LOCATION PROBLEMS:

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

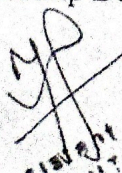
#### UNIT - V : SMALL SCALE INDUSTRY:

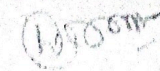
Setting up of Small Scale Industry - Steps involved in setting up Small Scale Industry -Meaning of feasibility- contents of a feasibility report- Preparation of feasibility, report - Guidelines for feasibility report .

**Training:** 4 Weeks internship in a company.

#### Suggested readings:

1. Entrepreneurship Development - Sontakki - Himalaya Publishing House
2. Entrepreneurship Development - S.Anil, S.C. Poornima, Mini.K.Abraham-New Age International Publishers
3. Entrepreneurship Development - concepts and case - Mahendra Mohan - Tata Mc Graw Hill.
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Professor  
OF COMMERCE  
HYD

  
Dr. G. SRINIVAS RAO  
M.Com., MBA., Ph.D., (PDF-UGC)  
Professor





**B.A MARKETING SYLLABUS**  
**B.A - III year**  
**SEMESTER - V**

**(DSE ELECTIVE - II)**  
**SERVICE MARKETING**

Paper - DSE - 2  
Exam Duration: 3 Hrs.

THPW: 4 Hrs  
Credits: 4

**UNIT -1: SERVICE MARKETING:**

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:**

Introduction - 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:**

Introduction-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:**

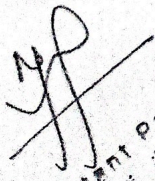
Introduction-Importance of people in service marketing- Role of various people involved. Physical Evidence concept of Physical Evidence- Importance- Types of Physical Evidence in various services - Process concept- Types of process - Role of process in various services.


**UNIT-5: CHALLENGES IN MARKETING OF SERVICES:**

Introduction-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.

  
Assistant Professor  
DEPARTMENT OF COMMERCE  
GUCW, KOT, HYD

  
**Dr. G. SRINIVAS RAO**  
M.Com., MBA., Ph.D., (PDF-UGC)  
Assistant Professor  
Department of Commerce,  
Osmania University, Hyderabad





**B.A MARKETING SYLLABUS**  
**B.A - III year**  
**SEMESTER - VI**

**(DSE ELECTIVE - I)**  
**SALES PROMOTION AND PUBLIC RELATIONS**

Paper - DSE - 1  
Exam Duration: 3 Hrs.

THPW: 4 Hrs  
Credits: 4

**UNIT - I: SALES PROMOTION:**

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: TOOLS OF SALES PROMOTION:**

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 : METHODS OF SALES PROMOTION:**

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

**UNIT - IV : PUBLIC RELATIONS:**

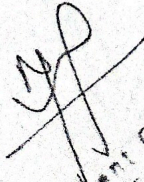
Meaning - Functions of Public Relations - Importance of Public Relations - Public Relations and Marketing - Evaluation of Public Relations.

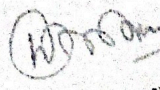
**UNIT - V: MEDIA RELATIONS:**

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

**Suggested Readings:**

1. Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Pearson Education.
2. Raghuvir Singh: Advertising-Planning and Implementation, Prentice Hall India.
3. Richard R Still, Cundiff W Edward and Govoni A P Norman: Sales Management, Decisions, policies and Cases, Pearson Education.
4. K. K. Havaldar : Sales and Distribution Management, Tata Mc-Graw Hill.
5. G.E. Belch and M.A. Belch: Introduction to Advertising and Promotion, Irwin Publishers

  
Assistant Professor  
DEPARTMENT OF COMMERCE  
O.S.W. KOTI, HYD

  
**Dr. G. SRINIVAS RAO**  
M.Com., MBA., Ph.D., (PDF-UGC)  
Assistant Professor  
Department of Commerce,  
Osmania University, Hyderabad.





**B.A MARKETING SYLLABUS**  
B.A - III year  
SEMESTER - VI

**(DSE ELECTIVE - II)**  
**Business Communication**

Paper - DSE - II  
Exam Duration: 3 Hrs.

THPW: 4 Hrs  
Credits: 4

**UNIT - I: COMMUNICATION:**

Introduction - Importance of Communication-Objectives of Communication-Communication process (Sender, Encoding, Message, Decoding, Feedback)-Importance of Communication-Barriers of Communication- Steps for effective communication - Interpersonal Communication versus- Intrapersonal Communication.

**Unit - II : COMMUNICATION PROCESS MODEL:**

Introduction - Oral communication - Written communication - Non verbal communication process - Communication network - Management information system and telecommunication.

**Unit -III: METHODS OF COMMUNICATION:**

Introduction - Horizontal communication - Vertical communication - Grapevine communication - Consensus communication - Formal communication - Informal communication - Written communication - Electronic communication - Media for written communication.

**Unit -IV : MODELS OF COMMUNICATION:**


Models of Communication- Lass wells Basic Communication - Mathematical Model of communication - Gerbner's general model of communication.

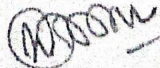
**Unit - V : INFORMATION TECHNOLOGY AND COMMUNICATION:**

Introduction - Information Concept-Effects and effective consequences - IT & Business sector - Electronic commerce - Applications Internet & Its Importance - Telecommunication company - Electronic data interchange- Advantages -Limitations.

**Suggested Readings:**

1. Business communication : Rajender pal , Himalaya publisher.
2. Business communication : Chunnawala , Himalaya publisher.

  
Assistant Professor  
DEPARTMENT OF COMMERCE  
UJASRAJIND

  
**Dr. G. SRINIVAS RAO**  
M.Com. MBA, Ph.D. (PDF-UGC)  
Assistant Professor  
Department of Commerce,  
University of Hyderabad





B.A MARKETING SYLLABUS  
B.A - III year  
SEMESTER - VI

(PROJECT REPORT)

Paper - DSE - II  
Exam Duration: 3 Hrs.

THPW: 4 Hrs

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:

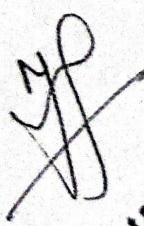
During the summer vacation, at the end of the second year, students have to undergo an internship for one month with companies and other Business organizations (including Chartered Accounting Firms)


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.

  
Assistant Professor  
DEPARTMENT OF COMMERCE  
OUCW, KOTI, HYD

  
Dr. G. SRINIVAS RAO  
M.Com., MBA., Ph.D., (PDF-UGC)  
Assistant Professor  
Department of Commerce,  
Osmania University, Hyderabad