

# New – 2015-2020

## Marketing and Salesmanship

### Marketing

Semester I	Subject Code: C11505	Lectures (Lects.): 48
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#### Objectives:

- To expose students to the 'fundamentals' of Marketing and the Marketing Process
- To make the students aware of the relevance of marketing in modern competitive world
- To emphasize on the importance of understanding external environment in marketing decision making.

#### 1: An Introduction to Marketing

06

- Marketing:
  - Meaning and Definitions
  - Functions, Elements, Importance & limitations of Marketing
  - Approaches to Marketing: Product Concept, Selling Concept, Marketing Concept.
- Principles of Marketing

#### 2: Marketing Environment and Market Segmentation

12

- Marketing Environment:
  - Meaning
  - Components:
    - Internal Environment
    - External Environment
- Market Segmentation:
  - Meaning and Definition
  - Bases of Segmentation
  - Importance and Limitations
  - Levels of Market Segmentation: Target Marketing, Segment Marketing, Niche Marketing, Local Marketing, Mass Marketing



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### 3: Marketing Mix

16

- Marketing Mix:
  - Meaning and Elements
- Product:
  - Product Line, Product Mix and Product Life Cycle
  - Branding: Meaning of brand name and Importance of branding
  - Packaging and Labeling: Meaning and Importance
  - Product Failures: Meaning and Reasons.
- Price :
  - Factors influencing price determination
  - Methods of pricing
  - Pricing Strategies
- Channels of Distribution:
  - Meaning
  - Types of channels of distribution
  - Factors affecting choice of channels
- Promotion:
  - Elements of Promotion Mix
  - Importance of Promotion
  - Factors influencing the Promotional Mix
  - Types of sales promotion.

### 4: Marketing Planning and Marketing Information System

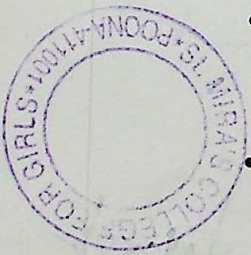
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- Marketing Planning:
  - Meaning and Importance and Process
- Marketing Information System:
  - Concept and Components of Marketing Information System
- Marketing Research:
  - Concept
  - Need for Marketing Research

### 5: Consumer Behaviour and Customer Relationship Management

8

- Consumer Behaviour:
  - Meaning and Definition
  - Scope and Significance of Consumer Behaviour
  - Determinants of Consumer Behaviour
- Customer Relationship Management
  - Concept,
  - Process
  - Significance



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## Recommended Text Books

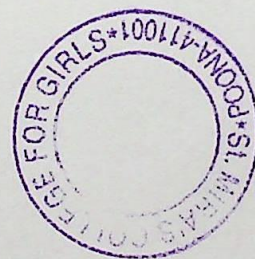
1. R.S.N. Pillai & Bagavathi , (2005). "Modern Marketing" 1<sup>st</sup> Ed, New Delhi, S.Chand & Company Ltd.
2. Dr. Saroj Hiremath (2009). "Introduction to Marketing" 1st Ed, Mumbai, Sheth Publishers.
3. Dr. Shaila Bootwala (2014). "Marketing Management" 1<sup>st</sup> Ed, Pune, Nirali Prakashan

## Reference Books:

1. Kotler, Keller, Koshy and Jha. (2007). "Marketing Management: A South Asian Perspective" 12th Ed, New Delhi, Pearson Education.
2. Stanton, Etzel and Walker. (1994). "Fundamentals of Marketing" 10th Ed, Singapore, McGraw-Hill International Editions.
3. R.C. Bhatia. (2003). "Marketing and Communications and Advertising" 1st Ed, New Delhi, Galgotia Publishing Company.
4. S.A. Sherlekar. (1981). "Marketing Management" 1st Ed, Mumbai, Himalaya Publishing House.
5. Rajan Saxena (2006). "Marketing Management" 3rd Ed, Mumbai, Tata Mc Graw Hill.
6. Jim Blythe (2013). " Consumer Behaviour", 2<sup>nd</sup> Edition, New Delhi, Sage Publications India Pvt Ltd.
7. E- Books

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**New – 2015-2020**  
**Marketing and Salesmanship**  
**Salesmanship**

<b>Semester II</b>	<b>Subject Code: C21505</b>	<b>Lectures: 48</b>
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- Objectives:**
- To enable students to understand the sales function in modern business including the techniques required in successful selling
  - To help students understand the communication skills necessary for a salesman to be successful
  - To create an awareness about the selection and recruitment process of a salesman

<b>1: Salesmanship Introduction</b>	<b>8</b>
<ul style="list-style-type: none"> <li>• Salesmanship:           <ul style="list-style-type: none"> <li>○ Meaning and Definitions</li> <li>○ Scope and Utility</li> <li>○ Salesmanship- Art, Science or Profession</li> <li>○ Creative Salesmanship Vs. Competitive Salesmanship</li> <li>○ Difference between Marketing &amp; Salesmanship</li> </ul> </li> </ul>	

<b>2: Principles and Practice of Salesmanship</b>	<b>10</b>
<ul style="list-style-type: none"> <li>• Personal Selling           <ul style="list-style-type: none"> <li>○ Concept</li> <li>○ Principles and Significance</li> <li>○ Functions of a Salesman</li> <li>○ Types of Salesman</li> </ul> </li> <li>• Essentials of Good Salesmanship:           <ul style="list-style-type: none"> <li>○ Knowledge relating to:               <ul style="list-style-type: none"> <li>▪ Products</li> <li>▪ Policies of Competitors</li> <li>▪ Customers</li> <li>▪ Market</li> </ul> </li> </ul> </li> </ul>	



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### 3: Process of Selling

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- Psychology of Salesmanship:
  - AIDA-Awakening Interest, Creating Desire, Securing Action.
- Process of Selling:
  - Prospecting
  - The Approach
  - Overcoming Objections
  - Closing the Sale
  - Services after Sales ✓
- Essentials of effective Sales Talk
- Sales Letters

### 4: Sales Organization

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- Sales Organisation:
  - Meaning and Definition
  - Need
  - Types and Structure of Sales Organisation
  - Functions of Sales Organisation
  - Control of Sales Organisation
- Sales Manager:
  - Qualities
  - Types-Administrative, Administrative cum Operating
  - Duties and Responsibilities
- Sales Routine:
  - Concept

### 5: Sales Force Management

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- Recruitment:
  - Meaning, importance and sources
- Selection:
  - Meaning
  - Steps
- Training a Salesman:
  - Meaning
  - Importance
  - Different methods of training



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## Recommended Text Books

2. P.K. Sahu and K.C. Raut. (1993). "Salesmanship & Sales Management" 2<sup>nd</sup> Ed, New Delhi, Vikas Publishing House.
4. C.N.Sontakki. (1992). "Marketing Management" 1st Ed, New Delhi, Kalyani Publishers.

## Reference Books:

1. Philip Kotler. (2003). "Marketing Management" 1<sup>st</sup> Ed, Delhi, Pearson Education Inc.
2. Rustam S. Davar. (2003). "Marketing Management" 7<sup>th</sup> Ed, New Delhi, Universal Book stall.
3. R.C. Bhatia. (2003). "Marketing and Communications and Advertising" 1<sup>st</sup> Ed, New Delhi, Galgotia Publishing Company.
4. S.A. Sherlekar. (1981). "Marketing Management" 1<sup>st</sup> Ed, Mumbai, Himalaya Publishing House.
5. C.A. Kirkpatrick. (1970). "Salesmanship" 1<sup>st</sup> Ed, Mumbai, D.B. Taraporevala Sons and Co. Private Ltd.
6. Still, Richard R., Cundiff, Edward E., and Govoni, Norman A.P. (2002). "Sales Management", 5<sup>th</sup> Ed, New Delhi, Prentice Hall of India,
7. E – Books

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