



SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'B+' grade by NAAC)

DEPARTMENT OF CORPORATE SECRETARYSHIP

CERTIFICATE COURSE IN ADVERTISING

AND SALES PROMOTION – SYLLABUS

(Under CBCS based on OBE) (For those admitted during 2024 – 2025 and after)

1

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CCPC11	INTRODUCTION TO ADVERTISING	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II		-	100	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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COURSE DESCRIPTION:

Introduction to advertising concepts to the students

COURSE OBJECTIVES:

To understand about the advertising concepts, types of advertisement and media to the students.

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	understand the definition and need of advertisement	Upto K3
CO 2	provide information regarding the types of advertising	Upto K3
CO 3	explain about the types of media	Upto K3
CO 4	explain advertising agency and its functions	Upto K3
CO 5	explain about the role of economic development through advertising	Upto K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3-APPLY



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2

INTRODUCTION TO ADVERTISING

UNIT – I:

Definition of advertisement -need of advertisement-characteristics of good copy of advertisement

UNIT – II:

Types of advertisement: Online search advertising, social media advertising, direct mail advertising, broadcast, video and TV advertising, Out of home (OOH) outdoor advertising

UNIT – III:

Types of media-Radio, TV, Print & Digital publication, social media-Facebook, Instagram, You tube

UNIT – IV:

Definition of Ad Agency and its functions

UNIT – V:

Role of advertising in social and economic development of India

TEXT BOOK:

Adverting and Sales Promotion by SHH Kazmi ,Satish K Batra By Excel Books India in the year 2008

REFERENCE BOOK:

Advertising and Sales Promotion -An Indian Perspective : Text and Cases by S L Gupta & V V Ratna published by Sulthan Chand & Sons ,2004

DIGITAL TOOL:

Advertising and Sales promotion by Dr.K.G.Nalina & Mr.B.Palanivelrajan published by Isara solutions, New Delhi in online http://www.isarasolutions.com/book_details?id=179

Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	2	1	3	2	2
CO2	1	2	1	3	2	2
CO3	1	2	1	3	2	2
CO4	1	2	1	3	2	2
CO5	1	2	1	3	2	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level

COURSE DESIGNER: Dr. K. G. NALINA & Dr. K. SUBBULAKSHMI



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3

COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CCPC12	INTRODUCTION TO SALES PROMOTION	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
II		-	100	100

NATURE OF COURSE	Employability	Skill Oriented	Entrepreneurship
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

COURSE DESCRIPTION:

Introduction to sales promotion concepts to the students

COURSE OBJECTIVE:

To understand about the sales promotion techniques to the students.

COURSE OUTCOMES (COs):

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	understand the definition, nature and scope of sales promotion	Upto K3
CO 2	provide information on consumer-oriented sales promotion and its types	Upto K3
CO 3	explain about the trade-oriented sales promotion and methods	Upto K3
CO 4	explain about the types of sales man and sales contest	Upto K3
CO 5	describe about the sales force management and its importance	Upto K3

K1– KNOWLEDGE (REMEMBERING), K2–UNDERSTANDING, K3–APPLY



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4

INTRODUCTION TO SALES PROMOTION

UNIT – I:

Definition and meaning of sales promotion -nature and scope of sales promotion

UNIT – II:

Consumer oriented sales promotion: Coupon, samples, Price discounts, rebate and free gifts

UNIT – III:

Trade oriented sales promotion -Cash bonus, Stock return, Credit terms, Dealer conferences, Dealer Trophies, Push incentives

UNIT – IV:

Types of salesman ,sales contest

UNIT – V:

Sales force management and its importance

TEXT BOOK:

Adverting and Sales Promotion by SHH Kazmi ,Satish K Batra By Excel Books India in the year 2008

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CO2	1	2	1	3	2	2
CO3	1	2	1	3	2	2
CO4	1	2	1	3	2	2
CO5	1	2	1	3	2	3

3. Advanced Application 2. Intermediate Development 1. Introductory Level

COURSE DESIGNER: Dr. K. G. NALINA & Prof. P. PANDIYARAJAN