

Marketing Promotion

1. **Introduction:** Meaning- Scope- Importance and Role – Different Types of Marketing Promotion – Promotion Planning Process.

2. **Analyzing Communication Process:** Nature – Basic Model of Communication – developing Effective Communication.

3. **Advertising:** Meaning – Importance – Classification – creative strategies – Planning and Development – Creating Strategy – Implementation and Evaluation – Media Planning and Strategy – the Media Plan Developing the Media Plan – Market Analysis – Establishment of media Objectives – Media Strategy Development and Implementation – Evaluation and Follow- up – Types of Media – Effectiveness of Advertising – Corporate Advertising- Objectives – Types – Advantages and Disadvantages.

4. **Personnel Selling:** Meaning – Role – Objective – Prospecting – The Selling Process Opening and Securing Interview – Delivering the Presentation – Demonstration – Answering – Objections and Closing the Sales, Designing the Sales force – Objectives – Strategies – Structure – Size and Compensation. Managing the Sales force – recruitment and Selection – Training – Motivation – Evaluation.

5. **Public Relations, Publicity and Corporate Advertising :** Public Relations – Meaning – Role – Marketing Public Relation Function- Process of public Relations. Publicity – Powers of Publicity – Control and Dissemination of Publicity. Corporate Advertising – Objectives – Types – Advantages and Disadvantages – Measuring the Effectiveness of Corporate Advertising.

6. **Sales Promotion:** Meaning – Role – Growth – Major Decisions in Sales Promotion.

Recommended Books

1. George E Belch and Micheal E Belch. Advertising and Promotion – an Integrated Marketing Communications Perspective,

2. C A Carpatric and F A Russ, Effective selling.