



**Marketing and Salesmanship**  
**Marketing**  
**[General Elective]**

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| <b>Semester: I</b> | <b>Credits: 3</b> | <b>Subject Code: C12005</b> | <b>Lectures: 48</b> |
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**Course Outcomes:**

At the end of this course, the learner will be able to:

- Relate to the core concepts of marketing and role played by it in society
- Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
- Identify the role of marketing as a fundamental organizational policy process
- Demonstrate and analyzing the marketing mix decisions of a business firm
- Infer the importance of marketing research for effective marketing planning and conduct a small survey
- Identify and explore the changing trends in the field of Marketing

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| <b>Unit 1: An Introduction to Marketing</b>  | <b>06</b> |
| <ul style="list-style-type: none"> <li>• Marketing <ul style="list-style-type: none"> <li>○ Meaning and Definitions</li> <li>○ Functions, Elements, Objectives, Importance and Limitations of Marketing</li> <li>○ Role of a Marketing Manager</li> <li>○ Marketing Concepts: Traditional and Modern</li> </ul> </li> <li>• Marketing Environment <ul style="list-style-type: none"> <li>○ Meaning</li> <li>○ Components: Internal Environment and External Environment</li> </ul> </li> </ul> |           |

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| <b>Unit 2: Consumer Behaviour and Market Segmentation</b>  | <b>12</b> |
| <ul style="list-style-type: none"> <li>• Consumer Behaviour <ul style="list-style-type: none"> <li>○ Meaning and Definition</li> <li>○ Determinants of Consumer Behaviour</li> </ul> </li> <li>• Customer Relationship Management- Concept</li> <li>• Market Segmentation <ul style="list-style-type: none"> <li>○ Meaning and Definition</li> <li>○ Bases of Segmentation</li> <li>○ Importance and Limitations</li> <li>○ Levels of Market Segmentation</li> </ul> </li> </ul> |           |

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| Chairperson (HoD)       | Dr. Rama Venkatachalam | <i>Rama Venkat</i> |



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| <b>Unit 3: Marketing Mix</b>   | <b>16</b> |
| <ul style="list-style-type: none"> <li>• Marketing Mix <ul style="list-style-type: none"> <li>○ Meaning and Elements</li> </ul> </li> <li>• Product Mix <ul style="list-style-type: none"> <li>○ Elements</li> <li>○ Characteristics of Product</li> <li>○ Product Life Cycle</li> <li>○ Branding: Importance and Elements</li> <li>○ Product Failures: Reasons and Remedies</li> <li>○ New Product Development</li> <li>○ Concepts: Products Simplification, Product Elimination and Product Diversification</li> </ul> </li> <li>• Price Mix <ul style="list-style-type: none"> <li>○ Factors influencing price determination</li> <li>○ Methods of pricing</li> <li>○ Pricing Strategies</li> </ul> </li> <li>• Place Mix <ul style="list-style-type: none"> <li>○ Physical Distribution- Concept</li> <li>○ Channels of distribution- Types</li> <li>○ Factors affecting choice of channels</li> </ul> </li> <li>• Promotion <ul style="list-style-type: none"> <li>○ Elements of Promotion Mix</li> <li>○ Importance of Promotion</li> <li>○ Factors influencing the Promotional Mix</li> </ul> </li> </ul> |           |

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| <b>Unit 4: Marketing Planning and Marketing Information System</b>   | <b>6</b> |
| <ul style="list-style-type: none"> <li>• Marketing Planning <ul style="list-style-type: none"> <li>○ Meaning and Importance and Process</li> </ul> </li> <li>• Marketing Information System <ul style="list-style-type: none"> <li>○ Concept and Components of Marketing Information System</li> </ul> </li> <li>• Marketing Research <ul style="list-style-type: none"> <li>○ Need for Marketing Research</li> <li>○ Process</li> </ul> </li> </ul> |          |

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| <b>Unit 5: Trends in Marketing</b>   | <b>8</b> |
| <ul style="list-style-type: none"> <li>• Concepts and Cases relating to: <ul style="list-style-type: none"> <li>○ Digital Marketing</li> <li>○ Sustainable Marketing</li> <li>○ Social Media Marketing</li> <li>○ Rural Marketing</li> </ul> </li> </ul> |          |

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

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**Recommended Basic Reading:**

- Dr. Shaila Bootwala. *Fundamentals of Marketing*. Nirali Prakashan: Pune; 2019.

**Recommended Reference Books:**

- Kotler, Keller, Koshy and Jha. *Marketing Management: A South Asian Perspective*. Pearson Education: New Delhi; 2017.
- Philip Kotler, Gary Armstrong, Prafulla Agnihotri. *Principles of Marketing Marketing*. Pearson Education: New Delhi; 2018.
- Parvatiyar Atul Ed & Sisodia Rajendra Ed. *Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honour of Jagdish N Sheth*. Sage Publications India Pvt. Ltd.: New Delhi; 2019.
- Rajan Saxena. *Marketing Management*. Mc Graw Hill Education Private Limited.: Mumbai; 2019.
- Ramaswamy, V. S. and S. Namakumari. *Marketing Management: Indian Context Global Perspective*. Sage Publications: New Delhi; 2018.
- Kumar Leon G., Schiffman, Joe Wisenblit, S. Ramesh. *Consumer Behaviour*. Pearson Education: New Delhi; 2018.

**Websites:**

- <https://journals.sagepub.com/doi/abs/10.1177/0273475310392544?journalCode=jmda>
- <https://www.ijsr.net/archive/v6i2/ART2017664.pdf>

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**Marketing and Salesmanship**  
**Salesmanship**  
**[General Elective]**

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|---------------------|-------------------|-----------------------------|---------------------|
| <b>Semester: II</b> | <b>Credits: 3</b> | <b>Subject Code: C22005</b> | <b>Lectures: 48</b> |
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**Course Outcomes:**

At the end of this course, the learner will be able to:

- Relate and classify the concepts of salesmanship, personal selling and sales management
- Demonstrate and identify the role of the salesperson in today's marketplace and the significance of building partnerships
- Recognize and make use of different elements involved in a successful sales presentation
- Identifying sales presentation skills and using the principles and practices of professional sales consultants
- Identify and explore the changing trends in the field of sales management

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| <b>Unit 1: Introduction</b>   | <b>12</b> |
| <ul style="list-style-type: none"><li>• Personal Selling<ul style="list-style-type: none"><li>○ Concept</li><li>○ Principles and Significance</li></ul></li><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>○ 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: Products, Policies of Competitors, Customers, Market</li><li>○ Personal Selling Vs. Salesmanship</li></ul></li></ul> |           |

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| <b>Unit 2: Process of Selling</b>  | <b>10</b> |
| <ul style="list-style-type: none"><li>• Psychology of Salesmanship<ul style="list-style-type: none"><li>○ AIDA-Awakening Interest, Creating Desire, Securing Action</li></ul></li><li>• Process of Selling<ul style="list-style-type: none"><li>○ Prospecting</li><li>○ The Approach</li><li>○ Overcoming Objections</li><li>○ Closing the Sale</li><li>○ Services after Sales</li></ul></li></ul> |           |

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| <ul style="list-style-type: none"> <li>Essentials of effective Sales Talk</li> <li>Case Study</li> </ul> |  |
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| <b>Unit 3: Sales Organization and Sales Force Management</b>   | <b>14</b> |
| <ul style="list-style-type: none"> <li>Sales Organisation <ul style="list-style-type: none"> <li>Meaning and Definition</li> <li>Need</li> <li>Functions of Sales Organisation</li> </ul> </li> <li>Sales Manager <ul style="list-style-type: none"> <li>Types-Administrative, Administrative cum Operating</li> <li>Duties and Responsibilities</li> </ul> </li> <li>Sales Routine: Concept and Components</li> <li>Sales Force Management <ul style="list-style-type: none"> <li>Recruitment: Meaning and Sources</li> <li>Selection: Procedure</li> <li>Training a Salesman: Importance, Different methods of training, Performance Appraisal of Sales force</li> </ul> </li> <li>Case Study</li> </ul> |           |

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| <b>Unit 4: Recent Trends in Sales Management</b>  | <b>12</b> |
| <ul style="list-style-type: none"> <li>Sales Force Diversity</li> <li>Team Selling Approach</li> <li>Multi-channel Selling</li> <li>Social Selling</li> <li>Automation</li> </ul> |           |

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

**Recommended Basic Reading:**

- Sahu P.K. and Raut K.C. *Salesmanship & Sales Management*. Vikas Publishing House: New Delhi; 1993.
- Dr. Bootwala Shaila. *Fundamentals of Marketing*. Nirali Prakashan: Pune; 2019.

**Recommended Reference Books:**

- Chaudhary Prashant. *Selling and Negotiation Skills: A Pragmatic Approach*. Sage Publications India Pvt. Ltd.: New Delhi; 2019.
- Kotler, Keller, Koshy and Jha. *Marketing Management: A South Asian Perspective*. Pearson Education: New Delhi; 2017.
- Kotler Philip, Armstrong Gary, Agnihotri Prafulla. *Principles of Marketing*. Pearson Education: New Delhi; 2018.

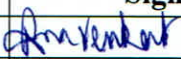


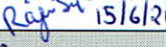






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- Saxena Rajan. *Marketing Management*. Mc Graw Hill Education Private Limited: Mumbai; 2019.
- Ramaswamy, V. S. and S. Namakumari. *Marketing Management: Indian Context Global Perspective*. Sage Publications: New Delhi; 2018.
- Kumar Leon G., Schiffman, Joe Wisenblit, S. Ramesh. *Consumer Behaviour*. Pearson Education: New Delhi; 2018.

Websites:

- <https://www.sciencedirect.com/science/article/abs/pii/S0019850106001106>
- <https://www.sciencedirect.com/science/article/abs/pii/S0019850109001898>

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| Chairperson (HoD)             | Dr. Rama Venkatachalam     |  15/6/20   |
| Faculty                       | Ms. Jyoti Chintan          |  15/6/20   |
| Faculty                       | Dr. Dimple Buche           |  15/6/20   |
| Faculty                       | Ms. Rajni Singh            |  15/6/20  |
| Faculty                       | Ms. Shanthi Fernandes      |  15/6/20 |
| Subject Expert (Outside SPPU) | Dr. Shrirang Kandalgaonkar |  15/6/20 |
| Subject Expert (Outside SPPU) | Prof. Sumita Joshi         |  15/6/20 |
| VC Nominee                    | Dr. Shubhangi Joshi        |  15/6/20 |
| Industry Expert               | Mr. Sanjay Kulkarni        |  15/6/20 |
| Alumni                        | Ms. Shivani Sinha          |  15/6/20 |

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