



Bharati College
(University of Delhi)
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Lesson Plan (DSE, Semester V, July to November 2022)

Name of Teacher	Dr. Sonali Jain	Department	Commerce
Course	B. Com(H)	Semester	V
Paper	Advertising and Personal Selling	Academic Year	2022-23

Learning Objectives

- Familiarize students with the basics of advertising and personal selling as promotional tools in marketing and to develop a customer-oriented attitude for designing advertising and personal selling messages

Learning Outcomes

After completing the course, the student shall be able to

- Develop understanding about communication and sales objectives behind advertising, its various elements, appeals and types.
- Develop the idea about the advertisement campaign creation process, and various ethical and legal issues of advertising.
- Comprehend the importance and role of personal selling; process of personal selling

Lesson Plan

Week No.	Theme/Curriculum	Any Additional Information
1- 2	<ul style="list-style-type: none">Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection- basis; Methods of setting of Advertising Budget.	
3- 5	<ul style="list-style-type: none">Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	
6-8	<ul style="list-style-type: none">Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post-testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising	

	Standards Council of India (ASCI).	
9-12	<ul style="list-style-type: none"> • Concept of Personal Selling and Salesmanship; Qualities of a good salesperson; Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives. 	
13-15	<ul style="list-style-type: none"> • Prospecting; Pre Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit. 	
References <ol style="list-style-type: none"> 1. Belch, G. E., M. A. Belch and Purani K. (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education. 2. Gupta, Ruchi (2017), Advertising. Scholar Tech Press. 3. Buskirk, R. A. B. D. Buskirk, F. A. Russell (1988), Selling: Principles and Practices, McGraw Hill Education. 4. Futrell, Charles (2013), Fundamentals of Selling, McGraw Hill Education. 		
Online Resources (If Any)	NA	
Assignment and Class Test Schedule for Semester	Link the assignment and Test (optional)	