

**GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**

**OPEN ELECTIVE COURSES - 17**

**BBA(Digital Marketing) Semester VIII**

**UGOE802: Sales Promotion**

**Course objective:** - The objective of the course is to acquaint students with the fundamentals of sales promotion and its significance in marketing.

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**Syllabus & Detailed Contents**

Unit	Content	Hrs./ Weightage
Unit 1:	<b>Introduction to Sales Promotion</b> Sales Promotion: Nature, meaning and importance of Sales Promotions; Significance of Sales Promotion in marketing; Misconception about sales promotion; Relationship marketing and Sales Promotion; Role of Sales Promotion in Integrated marketing communication.	12/25%
Unit 2:	<b>Types of Sales Promotion:</b> Different forms of Sales Promotions; Consumer-oriented Sales Promotion; Trade oriented Sales Promotion; and Sales force oriented Sales Promotion	11/25%
Unit 3:	<b>Major tools of Sales Promotion:</b> Sales Promotion tools including - Premiums, price offs, coupons, sampling, refunds and rebates, contest, games and lotteries, point of purchase; Displays and demonstrations; Conferences use; Trade fairs; Exhibition and fashion shows, Specialties and novelties, and recent prevalent tools -features, strength and limitations.	10/25%
Unit 4:	<b>Developing sales promotion programmes:</b> Pre-testing; implementation; evaluating the result and making necessary modification; Ethical and legal aspects of sales promotion: Importance of ethics in sales promotion; Unethical practices and its consequences in Sales Promotion; Puffery or misrepresentation.	12/25%

**Course Learning Outcomes (CLO)**

On completion of this course, the students will be able to:

CO No.	Cognitive Abilities	Course Outcome	Bloom's Level
CO1	Creating	Develop a sales promotion campaign.	6
CO2	Creating	Design different tools for sales campaign	6
CO3	Analyzing	Analyze the need of a particular tool.	2
CO4	Applying	Examine the public relation management.	3
CO5	Applying	Contribute positively in business.	3

**SUGGESTED READINGS**

**Textbooks:**

1. Kazmi, S.H.H. & Batra, S.K. (2009). Advertising and sales promotion. Excel Books. India
2. Kotler, P. & Keller, K.L. (2021). A framework for marketing management. (6 th ed.) Pearson
3. Quelch, John A. (1989). Sales promotion management. Prentice Hall.

**Reference Books**

1. Minahan, S. & Ogden-Barnes, S. (2015). Sales Promotion Decision Making: Concepts, Principles, and Practice. (1 st ed.) United States, Business Expert Press

*v. d. Singh*

*M. K. Singh*

*Shankar*

*SLR*