

# GUJARAT TECHNOLOGICAL UNIVERSITY

## INDUSTRIAL ENGINEERING (15) ADVERTISING, SALES AND DISTRIBUTION MANAGEMENT SUBJECT CODE: 2151502 B.E. 5<sup>th</sup> SEMESTER

**Type of course:** Core

**Prerequisite:** None

**Rationale:** With opening up of global markets, it becomes imperative to explore and exercise strategies to the competitive advantage. The subject aims to build up knowledge and competencies to key ingredients to marketing of a product or service, viz, Advertisement, Sales, and Distribution.

### Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks						Total Marks
L	T	P		Theory Marks			Practical Marks			
			ESE (E)	PA (M)		ESE (V)		PA (I)		
				PA	ALA	ESE	OEP			
4	2	0	6	70	20	10	30	0	20	150

### Content:

Sr. No.	Content	Total Hrs	% Weightage
1	Introduction to marketing in the society, Marketing, concept-basic functions of marketing Model for making marketing decisions – Decision making – Problems & difficulties The role of marketing managers – The essence of marketing theory identifying & selecting markets – consumer behavior.	15	25%
2	Managing advertising & sales promotion. Types, cost and suitability of various advertisements & sales promotion techniques, assessing the effectiveness of various types of advertisements & sales promotion methods.	20	30%
3	Marketing channel design and behavioral process.	9	15%
4	Distribution channel Management, Vertical Marketing, Direct Marketing, Channel Commutation and information systems, assessing the performance of channels members, Facilitation of the flow of product from the point of raw material, acquisition to the point of final consumption, corresponding information flows, the activities of locating facilities, Material Transportation and Handling, Inventory Maintenance and order processing along with the mathematical models used for studying them.	20	30%

### **Suggested Specification table with Marks (Theory):**

<b>Distribution of Theory Marks</b>					
R Level	U Level	A Level	N Level	E Level	C Level
30	40	10	10	5	5

**Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)**

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

### **Reference Books:**

1. Kotler Philip, Marketing Management Analysis, Planning and Control 11<sup>th</sup> Edition, Prentice Hall of India, New Delhi, 2003.
2. Saxena Rajan, Marketing Management, 2<sup>nd</sup> Edition, Tata McGraw Hill, 2003.
3. Jolles RL, Customer Centered Selling, Free Press, 1998.
4. Bondy JA & Murthy USR, Graph Theory with application, Macmillian Press, 1976.

### **Course Outcome:**

After learning the course the students should be able to:

- Understand customer behavior, product segmentation, pricing strategies and advertising modes and techniques. Students will be exposed to examples and case studies.

### **List of Experiments:**

1. Market segmentation & Marketing mix
2. Market Research
3. Consumer behavior
4. Advertising & Sales promotion
5. Packaging & Branding
6. Sales force management
7. Distribution channels management
8. Case studies

### **Design based Problems (DP)/Open Ended Problem:**

Open-ended problems, with opportunities to explore a real life problem.

### **Major Equipment:**

None.

### **List of Open Source Software/learning website:**

[www.nptel.ac.in](http://www.nptel.ac.in)

**ACTIVE LEARNING ASSIGNMENTS:** Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory and practical work – The faculty will allocate chapters/ parts of chapters to groups of students so that the entire syllabus to be covered. The power-point slides should be put up on the web-site of the College/ Institute, along with the names of the students of the group, the name of the faculty, Department and College on the first slide. The best three works should submit to GTU.