

**Veer Narmad South Gujarat University**  
**First Year B.Com**  
**Semester – 1**  
**Course Code – CE 125 I**  
**SALESMANSHIP AND PUBLICITY PAPER- I**  
**(Syllabus effective form Academic Year 2017-2018 and onward)**

**OBJECTIVE : TO HELP STUDENT UNDERSTAND THE CONCEPT OF  
SALESMANSHIP & ADVERTISING.**

Unit1: Salesmanship : Meaning, Definition, Main elements of salesmanship, art or Science, sales psychology, Advantages of salesmanship, buying motives, selling points. (30%)

Unit 2: Selling Process:- Different stages of Sales process(Petrsan only),Attracting attention of customers, welcoming or Approaching the prospect, Awakening the interest in the prospect, Creating desire, Securing action. Types of Objections-and disposal of objections. (30%)

Unit 3:Advertising :Definition, Importance (in selling process), Objectives, characteristics. Advantages and Disadvantages. Modern Trends in a advertising Meaning of publicity Different Advertising & publicity. (25%)

Unit 4: Case study (15%)

**Veer Narmad South Gujarat University**  
**First Year B.Com**  
**Semester – 2**  
**Course Code – CE 225-I**  
**SALESMANSHIP AND PUBLICITY PAPER- II**  
**(Syllabus effective form Academic Year 2017-2018 and onward)**

**OBJECTIVE : TO HELP STUDENT UNDERSTAND THE CONCEPT OF  
SALESMANSHIP & ADVERTISING.**

Unit 1: Types of Salesman : Meaning and types, Qualities of salesman. Selection and Appointment of Salesmanship, Training, Remuneration of Salesmanship, power of salesman. (30%)

Unit 2: Advertising : Different media, Press publicity, Outdoor publicity, Radio and television publicity, Advertisement on internet, media selection decision. (30%)

Unit 3: Social responsibilities and advertising, advertising Agency, advertising Budget, Programming Advertising (25%)

Unit 4: Case study (15%)