

SALESMANSHIP & ADVERTISING

SYLLABUS FOR HIGHER SECONDARY FIRST YEAR COURSE

Introduction :

At present, the students of the first 10 years of schooling are not given formal instructions in the subjects of commerce Streams. Against this background it becomes necessary that of Higher Secondary level (i.e. +2 stage) instructions in commercial subjects be given in such a manner that students have a good understanding of the fundamental principles and practices bearing on business, trade and industries and their relation to society. The students need to be exposed to the realities of business world as part of socio-economic environment: in the present economic set up.

The increasing complexity in the present day business world makes it obligatory for students to be conversant with terminology and the principles and practices of Salesmanship and Advertising. A study of the terminology, concept etc. will make the students aware of the usefulness and importance of salesmanship and advertising in the present day society.

In view of the above general objectives the contents of the syllabus on Salesmanship and Advertising for Higher Secondary First year and Second year class have been so arranged that linkage among the topics of the syllabus is maintained.

Specific objectives:

The major objectives of teaching Salesmanship and Advertising of Higher Secondary stage are to enable the students

- (i) To understand the need of the art of Salesmanship and Advertising.
- (ii) To acquaint with the importance of the Study,
- (iii) To understand the scope of the subject
- (iv) To understand the relationship of Salesmanship and Advertising with different sequence of the commercial world.
- (v) To acquaint with the principles and practices of Salesmanship and Advertising as an essential part of commercial activities.
- (vi) To give fundamental knowledge regarding organisation and operation of sales management
- (vii) To include attitudes and values leading to integration of salesman's service with the social system and the commercial world.

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One Paper

Time : Three hours

Marks : 100

Unitwise Distribution of Marks & Periods :

| Unit | Topics | Marks | Periods |
|--|---|------------|------------|
| GROUP-A : FUNDAMENTALS OF SALESMANSHIP : 50 Marks | | | |
| Unit-1 | Definition, origin and Development | 15 | 30 |
| Unit-2 | The art of Salesmanship | | |
| Unit-3 | Knowledge of Goods, Customer's psychology | 10 | 17 |
| Unit-4 | Types of Salesman | 10 | 17 |
| Unit-5 | Retail selling and Salesman | 15 | 30 |
| Unit-6 | Methods of Distribution | | |
| GROUP-B : PUBLICITY AND ADVERTISING : 50 Marks | | | |
| Unit-7 | Publicity and Advertising | 15 | 30 |
| Unit-8 | Forms of Advertising | | |
| Unit-9 | Window Dressing | 10 | 14 |
| Unit-10 | Mural Advertising | | |
| Unit-11 | Press Publicity | 15 | 30 |
| Unit-12 | Film Medium Publicity | | |
| Unit-13 | Direct Mail Advertising | 10 | 12 |
| Total : | | 100 | 180 |

Unitwise Distribution of Course contents:

GROUP-A : FUNDAMENTALS OF SALESMANSHIP

Unit-1 : Definition origin and Development :

Marks : 15

Definition of Salesmanship. origin and development, role and nature of salesmanship. Science, Arts, Psychology in selling, creative salesmanship, value of its study-relation to other department of Commerce.

Unit-2 : The Art of Salesmanship :

Fundamentals of Successful selling, basis of selling, analysis of selling, points, techniques of selling, articles sold and users, customers and salesman,

Unit-3 : Knowledge of Goods :

Marks : 10

Customers psychology, study of buying motives– appeal to buying motives-different types of customers, qualities of a good salesman, window dressing.

Unit-4 : Types of Salesman : **Marks : 10**

Sales Executive– Indoor and out door salesman, comparison of their duties, responsibilities, responsibilities and problem manufacturers, salesman, wholesaler’s salesman-retail salesman-Speciality salesman-industrial salesman.

Unit-5 : Retail Selling and Salesman : **Marks : 15**

Fundamentals of retail selling, sales talk-its technique, effectiveness-meeting customers objective-meeting customers objection-closing of sale.

Unit-6 : Methods of Distribution :

Importance-different channel-its selection-selling through wholesale-agents retailer-direct to consumer, creating demand-place of salesman in distribution.

GROUP-B : PUBLICITY AND ADVERTISING

Unit-7 : Publicity and Advertising : **Marks : 15**

Meaning and Importance of publicity and advertising-evolution of advertising-function-salesmanship and advertising-benefit of advertising, social welfare, truth in advertising.

Unit-8 : Forms of advertising :

Utility, relative importance, selection of media, budget, competition, coverage, prospects, uses, advantages, limitations.

Unit-9 : Window Dressing : **Marks : 10**

Exterior and interior display of goods-showroom exhibition

Unit-10 : Mural Advertising :

Mural Advertising- poster-sign boards-show case.

Unit-11 : Press Publicity : **Marks : 15**

Newspapers, magazines, their choice, testing of advertising value, advantage, disadvantages.

Unit-12 : Film Medium Publicity :

Different films, documentaries, slides, classification of cinema house, choice, merits, demerits, radio-television advertising, and modern advertising media. (internet etc.)

Unit-13 : Direct Mail Advertising : **Marks : 10**

Forms, mailing list-its testing evaluation.