

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. SEMESTER: V INDUSTRIAL ENGINEERING

Subject Name: **Advertising, Sales & Distribution Management**

Subject Code: **151502**

Teaching Scheme				Evaluation Scheme		
Theory	Tutorial	Practical	Total	University Exam (Theory) (E)	Mid Sem Exam (Theory) (M)	Practical (I)
3	2	0	5	70	30	50

Sr. No.	Course content
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.
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.
3.	Marketing channel design and behavioural process.
4.	Distribution channel Management, Vertical Marketing, Direct Marketing, Channel Communication and Information Systems, Assessing the performance of channels Members, Facilitation of the Flow of Products 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.

Reference Books:

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