

Veer Narmad South Gujarat University

Advance Marketing Management

T.Y. B.B.A., Semester VI

Effective from December 2012

Objectives:

To sensitise students with concept of Brand and Brand Equity and expose them with different tools for building brand equity. To expose students with concept of Sales Management and equip them with skills required in successful personal selling.

Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world, assignments, projects & presentations

Contents

- 1. Introduction to Brand and Brand Management (15)**
Meaning of Brand and Brand management, Importance, Scope, Challenges, Brand Management Process
- 2. Building brand and Brand Equity (15)**
Customer based brand equity, Source of brand equity, Building a strong brand, Criteria for choosing brand elements, Options and tactics for brand elements
- 3. Managing brand over time (15)**
Reinforcing brands, Revitalizing brands, Adjustment to brand portfolio
- 4. Introduction to Sales Management (15)**
Introduction to sales management, Nature and scope of sales management, Types of sales man, Sales forecasting and budgeting decisions
- 5. Personal Selling (10)**
Personal selling objectives, Personal selling process, Prospecting, Sales presentations, Objection handling, Closing the sales and post sales activities, Relationship selling
- 6. Sales Force Management (15)**
Recruitment and selection of sales force, Training of sales force, Motivating and compensating sales force, controlling the sales force, Designing sales territories, Sales quotas, Sales organization structure

7. Negotiation

(15)

Bargaining strategies (Distributive Bargaining, Interactive bargaining), Negotiation process, Individual differences in negotiation effectiveness, Third party Negotiation, Global Implications, Cultural Differences in Negotiations

Books for References

- 1. Strategic Brand Management: Building, Measuring and Managing Brand Equity – Kevin Keller, PHI.***
- 2. Sales Management: Decisions, Strategies and Cases – Still, Cundiff, Govoni, PHI.***
- 3. Sales Force Management - Johnston Marshal, Tata Mcgrow Hill, New Delhi.***
- 4. Sales and Distribution Management – S. L. Gupta, Excel Books.***
- 5. Organisational Behaviour – Stephen Robbins, Timothy Judge and Seema Sanghi, Pearson education (For chapter on Negotiation)***