

MBAS 508: PROMOTION AND DISTRIBUTION MANAGEMENT

Workload : 4 hours per week. - Total credits: 4

Examination : 3 hours 70 marks

Objectives:

1. To understand the significance of promotion and distribution management
2. To inculcate basic knowledge of media planning and public relations
3. to understand the importance of virtual marketing

Course Outcome : 1. Students understand the pros and cons of promotion and distribution arrangement.

2. Realise how this helps the entire chain of marketing.
3. Experience the virtual marketing practices.

Pedagogy : Lectures, assignments, practical exercises, discussions, seminars, case studies.

Module 1, Advertising: Concept, importance, objectives- types - role of advertising- advertising Copy - Layout, Advertising agencies - working and services-Advertising budget- methods- Legal, Ethical and Social aspects of advertising. Integrated marketing communications, Its evolution, reasons for its growth and its role in branding.

Module 2, Media Planning: Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; computers in Media planning

Module 3, Public relations: Concepts, objectives- importance of public relations, Methods of public relations , issuing of News and Information, Issuing press releases, integration of public relation into the marketing mix, power of publicity, corporate publicity, Relationship marketing-Sales promotion-concepts and importance-tools and types - promotion budget- methods and types-Direct marketing , its nature and importance- new developments in promotion- kiosk marketing, Guerrilla Marketing.

Module 4, Sales Management: Concept and its role in the firm – Sales Planning- Sales forecasting, methods of sales forecasting -sales budgetary procedure, methods of sales forecasting, Sales personnel planning– recruitment, selection and training- territory management. Sales compensation, Evaluation of sales force performance. Personal Selling process.

Module 5, Physical distribution: Distribution channel-channel logistics-channel design-channel advantages and disadvantages-Cost/benefit analysis of channels - importance of channel marketing – distribution network building. Retail management and its importance.

Module 6, Supply chain management: Concept, objectives, inventory management, uses of SCM- advantages and limitations-Current trends in SCM.

Module 7, Virtual marketing: technological development, development of e-commerce, different commercial models, diverse roles of websites. Virtual value chain, disintermediation, cyber-mediaries.

Module 8, Measuring the effectiveness of the promotional program: Advertising Research, Market testing, Testing via internet, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing)

Reference Books:

1. Eugene M. Johnson, David L Kurtz, Eberland K Scheving –Sales Management, Concepts, practices & Cases- Mc Grow-Hill
2. J.L.Gattome and D.W.Walters- Managing Supply Chain-A Strategic Perspective- Palgrave Macmillan
3. B.S. Sahey - Supply Chain Management –Mcmillan
4. U.C.Mathur- Advertising Management-New Age International Publications.
5. Belch MA and Belch GE - Advertising and Promotion- An Integrated Marketing Communication Perspective -Tata McGraw Hill.
6. Batra Myers and Aker - Advertising Management -Pearson/ Prentice Hall.
7. S.A.Chunawala and K.C. Sethia- Advertising -Himalaya publication House.
8. Kenneth.E.Clow, &Donald Baack – Integrated Advertising, Promotion and Marketing communication- Pearson Education.
9. Tapan. K Panda & Sunil Sahadev-Sales & Distribution Management- Oxford Higher Education.
10. S.C.Bhatia-Retail Management-Atlantic Publishers & Distributors.
11. SwapnaPradhan -Retailing Management -Atlantic Publishers & Distributor.
12. Berman-Retail Management: A Strategic Approach- Pearson Education India.
13. Mentzer- Supply Chain Management-Sage Publications

MANGALORE



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Mangalagangothri – 574199

DEPARTMENT OF BUSINESS ADMINISTRATION

in Association with

Internal Quality Assurance Cell (IQAC), Mangalore University

United Nations Development Programme (UNDP)

Seventh Sense People Development Solutions Pvt Ltd

Organizes

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 to 11 December, 2021

Cordially Invite you to the
INAUGURAL FUNCTION

Dr. P Subrahmanya Yadapadithaya
Hon'ble Vice Chancellor, Mangalore University
Will inaugurate

Ms. Deeksha N
Mr. Keerthanraj T. S
Mr. Ashwin Kumar
District Community Mobilizers and EDP Trainer

Seventh Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations

In the Presence of
Prof Manjunatha Pattabi
Director, IQAC
Mangalore University
And
Prof. Puttanna K
Chairman
Department of Business Administration
Mangalore University

Date: 6th December, 2021

Time: 09.00 AM

Venue: MBA Seminar Hall

MANGALORE UNIVERSITY

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.