



VIDYASAGAR UNIVERSITY

Midnapore

Community College Centre

National Skill Qualification Framework (NSQF)

A UGC sponsored Scheme

for

Certificate Course in Sales and Marketing



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Community College Centre under NSQF, UGC

Certificate Course on 'Sales & Marketing'

SYLLABUS

Duration: 06 Months

3 Theoretical Papers of 50 marks each : 150 Marks

Course 01: Introduction to Sales & Marketing (4 Credits)

Course 02: Digital Marketing (4 Credits)

Course 03: Consumer Behaviour (4 Credits)

3 Practical Papers of 100 marks each : 300 Marks

Course 04: Communication Skill (6 Credits)

Course 05: Computer Fundamentals (6 Credits)

Course 06: Sales & Marketing Activities (6 Credits)

Course 01: Introduction to Sales & Marketing 4 Credits

Module I

Unit 1: Concept, Nature, Importance of Marketing, Marketing Mix, Marketing Environment, Market Segmentation.

Unit 2: Concept of a Product, Classification of Products, Product Line and Product Mix, Product Life Cycle, Factors Affecting Price Determination, Pricing Strategies.

Module II

Unit 3: Distribution Channels and Types, Retailing and Wholesaling, Personal Selling, Sales Promotion, Publicity and Public Relations, Sales Territories, Sales Quota.

Unit 4: Sales Manager- Qualities and Functions, Types of Salesman, Prospecting, Pre-approach & Approach, Selling Sequence, Psychology of Customers.

Course 02: Digital Marketing

4 Credits

Module I

Unit 1: The Challenges of Traditional Sales and Marketing Processes, Necessity for Evolution, Emergence of New Technologies, Definition of Digital Marketing, Benefits of Digital Marketing.

Unit 2: The Concepts of Products Online; Online Pricing Strategies; Online Distribution Methods; Online Promotions.

Module II

Unit 3: Digital Media, Formulating a Media Plan, Choosing the Appropriate Media, the Strengths and Weaknesses of Different Channels, Integrating Channels.

Unit 4: Digital Marketing Processes, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Email Marketing, Display Marketing, Video Marketing, Mobile Marketing.

Course 03: Consumer Behaviour

4 Credits

Module I

Unit 1: Concept, Diversity, Application of Consumer Behaviour, Principles to Strategic Marketing, Characteristics of Indian Consumers, Consumer Needs.

Unit 2: Motivation: Positive and Negative Motivation, Rational versus Emotional Motives, Attention, Perception and Consumer Imagery, Learning and Memory, Consumer Attitudes Formation and Change, Consumer Values and Lifestyles, Consumer Innovativeness and Personality Traits.

Module II

Unit 3: Culture and Subculture, Social Class, Reference Groups and Family Influences, Diffusion of Innovations: the Diffusion Process, the Adoption Process.

Unit 4: Decision Rules and Selection, Outlet Selection and Purchase, Post Purchase Behaviour and Customer Satisfaction, Concept of Involvement, Extensive Problem Solving, Limited Problem Solving, Routinized Responsive Behaviour.

Course 04: Communication Skill

6 Credits

Module I

Unit 1: Introduction to Communication Skill

Unit 2: Presentation Skill & Time Management Skill

Module II

Unit 3: Body Language & Etiquettes

Unit 4: Group Discussion, Preparing CV, & Interview Skill

Course 05: Computer Fundamentals

6 Credits

Module I

Unit 1: MS Word: Introduction, Windows 2007 Interface, Customizing the Word Application, Document Views, Basic Formatting in MS Word 2007, Advanced Formatting, Navigating through a Word Document, Performing a Mail Merge, A Quick Look at Macros, Printing Documents, Print Preview.

Unit 2: Excel 2007: Introduction, Workbook, Worksheet, Formatting in Excel, Advanced Formatting in Excel, Working with Formulas, Printing Worksheets. MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting Charts, Inserting Tables, Printing Presentations.

Module II

Unit 3: Data Entry, Data Cleaning, Data Analysis and Presentation of Data in different tabular form (Using Ms-Excel).

Unit 4: Introduction to Internet, WWW and Web Browsers, Basic of Computer Networks: LAN, WAN, Concept of Internet, Applications of Internet, Search Engines.

Course 06: Sales & Marketing Activities**(6 Credits)**

Students in a group of 4-5 should develop a poster on product mix for the company of their choice and present. This activity shall need sessions. In one session briefing can be done and in other presentations from selected groups can be made.

Students in a group of 4-5 should develop a collage on promotion mix of a brand of their choice and present in class. This activity shall need two sessions. In one session briefing can be done and in other presentations from selected groups can be made.

Students may be given a product/ product pack either in groups of 4 or individually and asked to create marketing mix for the given product