

**SWARNANDHRA
COLLEGE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS)**

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with 'A' Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharamapuram, W. G. D.T., Narsapur-534280, (Andhra Pradesh)

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
TEACHING PLAN**

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
19MB4E02	Promotional and Distribution Management	IV	MBA (Marketing)	5	2024-2025	09-01-2025

COURSE OUTCOMES

1	Understand the purpose of Promotional Management and outline the core objectives of management. (K2)
2	Identify the different marketing communication techniques that can be used by organization. (K1)
3	Explain the personal selling and integrated marketing necessary its effectiveness. (K2)
4	Determine the approaches and responsibilities of channel members. (K3)
5	Evaluate the advantages and disadvantages of sales promotion techniques. (K5)

UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delive ry Metho d	
I	CO1[K2]	1. Marketing Communication					Chalk & Talk, PPT Tutorial Active Learning & Case Study
		1.1	Introduction	T1,T2	1		
		1.2	Definition	T1,T2	1		
		1.3	Scope	T1,T2	1		
		1.4	Nature of marketing communication	T1,T2	1		
		1.5	Integration of marketing communication	T1,T2	1		
		1.6	Integration of communication	T1,T2	1		
		1.7	Model of communication decision	T1,T2	1		
		1.8	Objectives of promotional	T1,T2	1		
		1.9	Budgeting for promotional	T1,T2	1		
		1.10	Current Trends in Marketing Management	T1,T2	1		
Total					10		
II	CO2[K2]	2. Developing Integrated Marketing Communications					Chalk & Talk, PPT Tutorial
		2.1	Creative Strategy development	T1,T3	1		
		2.2	Process of Creative Strategy	T1,T3	1		
		2.3	Execution of Creative Strategy	T1,T3	1		
		2.4	Execution styles	T1,T3	1		
		2.5	Creative tactics	T1,T3	1		
		2.6	Media Planning	T1,T3	1		



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		2.7	Media Plans	T1, T3	1	Active Learning & Case Study	
		2.8	IMC perspectives	T1, T3	1		
		2.9	Latest Techniques in Media Marketing	T1, T3	2		
Total					11		
III	CO3[K2]	3. Personal Selling					Chalk & Talk, PPT Tutorial Active Learning & Case Study
		3.1	Role of personal selling	T1, T2, R1	1		
		3.2	IMC programme	T1, T2, R1	1		
		3.3	Integration of personal selling	T1, T2, R1	1		
		3.4	Promotional tools	T1, T2, R1	1		
		3.5	Personal selling process	T1, T2, R1	1		
		3.6	Personal selling approaches	T1, T2, R1	1		
		3.7	Sales force evaluation	T1, T2, R1	1		
		3.8	Motivation of sales force	T1, T2, R1	1		
		3.9	Controlling sales force effort	T1, T2, R1	1		
		3.10	IMC programme	T1, T2, R1	2		
Total					11		
IV	CO4[K3]	4. Sales promotion and support media					Chalk & Talk, PPT Tutorial Active Learning & Case Study
		4.1	Objectives	T1, T2, R3	1		
		4.2	Consumer & trade oriented sales promotion	T1, T2, R3	1		
		4.3	Developing & operating sales promotion	T1, T2, R3	1		
		4.4	Sales promotion tools	T1, T2, R3	1		
		4.5	Advertisement	T1, T2, R3	1		
		4.6	Elements of media	T1, T2, R3	1		
		4.7	Direct marketing	T1, T2, R3	1		
		4.8	Internet & interactive marketing	T1, T2, R3	1		
		4.9	Publicity and public relation,	T1, T2, R3	1		
		4.10	Monitoring, evaluating & controlling programme	T1, T2, R3	1		
		4.11	Reward based sales promotion	T1, T2, R3	1		
Total					11		
		5. Distribution Management					
		5.1	Roles of Distribution management	T1, T2, R3	1		



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V	CO5[K5]	5.2	Functions	T1, T2, R3	1	Chalk & Talk, PPT Tutorial Active Learning & Case Study
		5.3	Distribution systems	T1, T2, R3	1	
		5.4	Distribution Cost	T1, T2, R3	1	
		5.5	Control and customer service	T1, T2, R3	1	
		5.6	Channel design	T1, T2, R3	1	
		5.7	Selecting suitable channel partners	T1, T2, R3	1	
		5.8	Motivation and control of channel members	T1, T2, R3	1	
		5.9	Distribution of services	T1, T2, R3	1	
		5.10	Market logistics and supply chain management		1	
				5.11	Current Trends in supply chain Management	
				Total	11	
Total					54	

Text Books:	
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
1	Shimp, Advertising and Promotionl, Cengage Learning, 2007
2	George E Belch, Micheal A Belch & Keyoor Purani, Advertising and Promotionl, 7th Ed, Tata McGraw Hills, 2010.
3	Shah & D'souza ,Advertising & Promotionl, Tata McGraw Hills ,2010.
Reference Books:	
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
1	William F. Glueck, Business Policy and Strategic Management, McGraw-Hill
2	John A. Pearce & R.B. Robinson, Strategic Management - Strategy Formulation and Implementation, 13th Ed , AIBT Publishers & Distributors, New Delhi, 2001.
3	Kenneth E. Clow & David L. Kurtz: Services Marketing, Biztantra Publication, 2003.







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Web Details

1	https://www.google.com/search?q=promotional+distribution&rlz=1C1CHBD_enIN918IN918&source=Inms&tbm=vid&sa=X&ved=2ahUKewjL5ISz9dTvAhVMXSsKHeHgDpAQ_AUoBHoECAEQBg&biw=1366&bih=65
2	https://www.ocpindia.com/blog/2016/12/31/branded-promotional-merchandise-distribution-through-corporate-gifting-partners

	Name	Signature with Date
i. Faculty	CH. PAVANI	
ii. Course Coordinator	CH. PAVANI	
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PRINCIPAL