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**Programme: Bachelor of Business Administration**

**Semester V**

**BBA 512-18**

**ADVERTISING AND SALES MANAGEMENT**

**Objective:** The course aims at providing fundamental knowledge and exposure to the students regarding the concepts, trends and practices in the field of advertising and sales management.

*Course Outcomes (COs)*

<b>Sr. No.</b>	<b>At the end of the course, the student will be able to:</b>
CO1	Understand the basic concepts of advertisements & the way these advertisements are created.
CO2	Acquire knowledge about the type of media used and planning/ scheduling of media.
CO3	Understand the ethics to be practiced in advertising.
CO4	Identify the concept and role of Sales management
CO5	Understand the hiring process of sales force management and role of technology in sales.

(Source: IKGPTU Syllabus for Bachelor of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2023/02/BBA-upto-6th-Sem.-batch-2022-onwards.pdf> )