

## **Department of Advertisement & Sales Promotion (ASP)**

### **Bhairab Ganguly College**

#### **Program Outcome and Course outcome of B.Com. (Hons) in ASP**

Advertising and sales Promotion (Major) was introduced by the west Bengal State University as vocational course. After the introduction of CBCS this course becomes regular honours course in the form of Advertising and sales Promotion (ASP). This course will be very helpful now as it opens the door of gaining higher education like MBA. We have mentioned below the course outcome.

#### **COURSE OUTCOME**

##### **SEMESTER-I**

##### **(ENVSAEC01T) ENVIRONMENTAL STUDIES**

The importance of introducing environmental studies in course curriculum is to help students realize the significance of natural resources and learn to develop solutions to pressing environmental problems. The students will be aware of and concerned about environmental issues.

##### **(ASPACOR01T) MARKETING MANAGEMENT –I**

As a professional discipline, marketing is a vital function of any business operation. Marketing management is a thorough exploration of customer perceptions, buyer personas, communication, data and much more. The foundational knowledge in marketing management equips students to act as well-rounded, critical thinkers.

##### **(ASPACOR02T) ADVERTISING – I**

Advertising is a field which is a mix of art and science, both of which require special tools and techniques. Advertising is considered as one of the Glamorous activity in the present market scenario. The importance of consumer is increasing as initially they were only concerned for purchasing but now they are concerned with information which can be provided through Advertisement. The students may

acquire the basic knowledge of preparing successful advertisement through this paper.

### **(FACHGEC01T) BUSINESS ECONOMICS**

This paper have immense effect since students get knowledge on micro economics as well as an important part of macroeconomics. They procure basic idea about theory of demand, production and cost concept, market structure so on and so forth. Moreover, they get basic knowledge about national income accounting and about theories of inflation which ultimately will help them to access market under inflationary situation.

### **SEMESTER- II**

### **(ENGSaec01M) ENGLISH LANGUAGE & BUSINESS COMMUNICATION**

It is known to all that English is a global language. Studying English can help students to fit them for a job in India. It is the official language of 53 countries. English language and Business communication will surely help students to develop their language skill and business communication knowledge.

### **(ASPACOR03T) MARKETING MANGAMENT- II**

The knowledge of marketing management is crucial for growing digital world. Marketing skills give students a better career in future. This study is essential for success and growth of every organization. Students will get valuable knowledge about market, customers, product and services, marketing policies and so on.

### **(ASPACOR04T) ADVERTISING- II**

Advertising helps to aware and educate students for some social issues like child labour, smoking, girl child killing, liquor consumption etc. it also gives special knowledge to get job at ad agency in future.

## **(FACHGEC02T) BUSINESS MATHEMATICS AND STATISTICS**

It is known to all that without mathematics and statistics one can't be able to do quantitative analysis. To this end this paper provides concept about matrices, mathematical tools that will be applicable in finance and on set theory as well. In the arena of statistics students are going to receive fundamental knowledge on some basic statistical measurement and also on time series analysis. This paper increases analytical power of the students, on the other hand this paper contributes basic tools for research.

### **SEMESTER-III**

#### **(ASPACOR05T) PERSONAL SELLING & SALESMANSHIP**

This paper will help students to learn about the fundamental concepts of Personal selling and Salesmanship. This subject provides an insight to the students regarding various issues associated with sales like creation and growth of demand, guiding buyers and building up goodwill and reputation of sellers with the help of essential concepts of salesmanship.

#### **(ASPACOR06T) SALES PROMOTION**

This paper focuses on stimulating consumer action. Students will learn practical, well established promotional techniques and how they can be mixed and matched to fit a specific situation. The importance of integrating sales promotion and direct marketing to optimize return on investment will be examined. In addition, an overview of the various Sales promotional techniques/tools will be discussed.

#### **(ASPACOR07T) PRINCIPLES & PRACTICE OF MANAGEMENT**

Through this paper the students will gain understanding of the functions and responsibilities of managers. They will be aware of tools and techniques to be used in the performance of the managerial job. The students will analyze and understand the environment of the organization. This paper will help the students to develop cognizance of the importance of management principles.

### **(FACHGEC03T) BUSINESS COMMUNICATION & E-COMMERCE**

Business communication is the art of communicating as clearly, precisely and directly as possible. Effective business communication is essential for organizations, especially in this digital age. By studying business communication the children will learn how to effectively communicate for business purpose.

E-Commerce refers to the process of buying and selling online. By studying E-Commerce the students will learn about the opportunities available to a company when they decide to conduct business online. E-Commerce covers different areas such as internet marketing and advertising, buying and selling online and social media for business.

### **(ASPSSEC01M) COMPUTER APPLICATION IN SALES AND ADVERTISING**

Introduction of Computer Technology has great applications in almost all kinds of businesses. Every business concerns today are heavily relying on computers for automating their traditional as well as modern operational processes. The students will learn how distribution allows companies to distribute their products and services to remote users via the INTERNET, without need of physical office or retail storefront.

### **SEMESTER-IV**

#### **(ASPACOR08T) SALESFORCE MANAGEMENT- I**

From this paper students will learn about job design, recruitment processes, and tools of recruitment, role of training and development & motivating sales people to perform their tasks to an organization's success.

#### **(ASPACOR09T) PUBLIC RELATIONS & PUBLICITY**

The career options in Public Relation section includes jobs in diverse field such as NGOs, colleges & universities, social welfare schemes, banking sector etc. as public relation executive, PR manager, PR officer, marketing & communication head etc.

From this paper students will also learn about role & importance of public relation & publicity in any organization.

### **(ASPACOR10T) LEGAL ASPECTS OF MARKETING AND ADVERTISING**

This paper enables students for anticipating about the legal needs of companies and how law and regulations can impact businesses in both positive and negative ways. Students can able to find the legal boundaries for building a business. It also helps them develop their communication skills specifically.

### **(FACHGEC04T) ENTREPRENEURSHIP DEVELOPMENT**

From this paper students will learn and gain knowledge about core business areas such as finance, sales, marketing, management and accounting. With the help of this study students can able to identify their strengths and talents. This study also explores things like how to take business risks and how to manage all those risks.

### **(ASPSSEC02M) GRAPHICS DESIGNING & PRODUCT PHOTOGRAPHY**

Through this paper students will going to know about the followings:

(i) how graphic designing convey specific messages ;( ii) how to raise awareness about an issue; (iii) product or services;(iv) how to create a design that meets clients' needs through advertisements. They can also learn about role, importance and significance of photography in graphic design, new trend of product photography so on and so forth.

## **SEMESTER-V**

### **(ASPGCOR11T) SALES FORCE MANAGEMENT-II**

Sales Force Management covers various aspects of hiring as well as personnel administration. Students will learn about job design and recruitment processes, tools of recruitment, the role of training in sales force development, and motivating salespeople to perform the tasks that are crucial for organization's success and sustainability.

## **(ASPGCOR12T) INTERNSHIP**

An Internship Provides real life experience and exposure. Internships are a great way to apply the knowledge from the classroom to real-world experience. Internships will give the broadest spectrum of opportunity when seeking and applying for a job after college.

## **(ASPADSE01T) DSE1: INTEGRATED MARKETING COMMUNICATIONS**

Integrated marketing communications not only focus on the determination of right channels but also helps in targeting the right audience through proper messaging.

## **(ASPADSE02T) DSE 2: SERVICE MARKETING & RURAL MARKETING**

By studying Service Marketing the students will learn about the fundamentals of service marketing, different service marketing strategies, characteristics of a service etc. They will also learn how to apply service marketing techniques to different types of services.

The paper of rural marketing helps the students to develop an understanding about rural markets, rural price, distribution, communication, product and also the strategy about rural marketing.

## **(ASPADSE03T) DSE 3: RETAIL BUSINESS MANAGEMENT**

Students will learn about the introduction and concept of retail management, retailing trends, pricing and merchandising, segmentation, relationship marketing and information technology in retailing.

## **SEMESTER- VI**

## **(ASPGCOR13T) PRODUCT AND BRAND MANAGEMENT**

This paper explores the concept of branding, packaging, branding and packaging strategies. Students learn about the way to influence the perception of a brand among

its current and potential customers and how to analyze market trends and monitor promotional activities to make sure that the company's or product's brand values are reflected adequately.

### **(ASPGCOR14T) RESEARCH METHODS & PROJECT WORK**

The research is important for students because it helps them to have a detailed analysis of everything, enhances their knowledge, to learn about research methods, clarifying confusion on any complicated facts etc. From project work they can able to analyse any business issue or any facts.

### **(ASPADSE04T) DIGITAL MARKETING**

Digital marketing teaches how to build, scale up and sustain brand's online reputation across all relevant digital platforms. It also teaches how to maintain a business portfolio through Google Business page, how to maintain and boost the online reviews for a particular brand.

### **(ASPADSE05T) LOGISTICS OPERARTION & SUPPLY CHAIN MANAGEMENT**

From this paper students get an idea on how to improve organization's profitability by supply chain management, how to apply the best possible technology within an organization, how to know to handle new trends in the industry etc.

### **(ASPADSE06T) GLOBALISATION AND INTERNATIONAL MARKETING**

This paper reveals an idea on international market, market expansion, customer awareness, business opportunities, different challenges of international marketing (like different culture issues, economic & political issues). This paper also includes international product & branding strategies, product development, marketing systems & operations etc.