

Programme: Master of Business Administration

Semester IV

MBA 923-18

INTEGRATED MARKETING COMMUNICATION AND SALES MANAGEMENT

Objective: This course will help the students to understand the principles and practices of marketing communication, tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning as well as sales management.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Apply the key terms, definitions, and concepts used in integrated marketing communications.
CO2	Conduct and evaluate marketing research and apply these findings to develop competitive IMC Programme.
CO3	Examine the role of various promotional strategies such as advertising, direct marketing, sales promotion and PR in effectiveness of marketing communication.
CO4	Understand and apply the concepts of sales management and organization.
CO5	Develop sales related marketing policies such as product policies, distribution policies & pricing policies.
CO6	Explain various sales operations such as sales budget, sales territories, sales Quota's, control of sales, sales meeting and sales contest, organizing display, showroom and exhibition.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)