

**J.S.UNIVERSITY,SHIKOHABAD,FIROZABAD,U.P**

**Department: Pharmacy**

**Value Added Course**

**Pharmaceuticals Sales Management**

(VAC-143)

DURATION OF COURSE: 30 HOURS

TIME: 3 HOURS IN A WEEK

**Unit-I** **6 HOURS**  
Introduction: Selling as a part of marketing, sales management process, role of sales manager, concept of personal selling, sales management and salesmanship, process of personal selling, qualities of a Successful salesman.

**Unit-II** **6 HOURS**  
Goals in sales management: Goal setting process in sales management, analyzing market demand and sales potential, techniques of sales forecasting, preparation of sales budget, formulating selling strategies. Designing sales territories and sales quota.

**Unit-III** **6 HOURS**  
Sales force management: Organizing the sales force, designing the structure and size of sales force. Recruitment and selection of sales force, leading and motivating the sales force, training and compensating the sales force, evaluating sales force performance.

**Unit-IV** **6 HOURS**  
Advertisement Management: Purpose and function of advertising. Advertising planning and decision making: Planning framework, communication and persuasion process. Social, legal and regulatory factors in advertising. Group influence and word of mouth advertising: Reference group influence on brand choice, factors influencing the degree of group influence.

## UNIT-V

6 HOURS

Role of media, selection of media for advertising, formulation of message, art of copywriting. Branding and packaging strategies: Brand equity, image and personality, packaging decisions, perceptual mapping of customers, control aspects of advertising, advertising budget.

### Reference Books:

1. Batra, R. Myers J.G. and Aaker D.A., Advertising Management, PHI Publications, Delhi.
2. Still R.R., Cundiff E.W., Govoni N.P., Sales Management, Decision Strategies and Cases, Prentice Hall India, Delhi,
3. Sangade C.H., Frybenger V. and Rotzoll K., Advertising Practice and Theory. AITBS Publisher & Distributors, Delhi.
4. Wells W., Burnett J., Moriarty S., Advertising Practice & Principles, PHI Publications, Delhi.
5. Arens W.F., Contemporary Advertising McGraw Hill/Irwin, New York.
6. Mohan M., Advertising Management. Tata McGraw Hill, New York.
7. Khan M., Sales and Distribution Management. Excel Books, Noida.
8. Gupta S.L., Sales and Distribution Management, Excel Books, Noida.
9. Ingram T.N., La Forge R.W. and Avila R.A., Sales Management Analysis and Decision Making, Harcourt College Publishers, California.
10. Stanton W.J. and Spiro R., Management of Sale Force. McGraw Hill/Irwin, New York.

*Abhilash Dubey*

*Course Coordinator*  
*Dr. Abhilash*  
*Dubey*

*A*

*Dean*  
*Academy*

*Dr.*  
*AKILAN*

*Ajeet*

*Principal*

*Dr. Ajeet*  
*singh*