



एस० एम० कॉलेज
चन्दासी

टेली फ़ैक्स : 05921-252516

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पत्रांक : SMC/532/2021-22

दिनांक : 03.03.2022

सेवा में,

कुलसचिव महोदय,
एम०जे०पी० रुहेलखण्ड, विश्वविद्यालय,
बरेली, उ०प्र०।

विषय: नवीन शिक्षा नीति-2020 के अनुपालन में महाविद्यालय द्वारा तैयार किया गया एवं संचालित व्यावसायिक पाठ्यक्रम के सन्दर्भ में।

महोदय,

सूच्य है कि नवीन शिक्षा नीति-2020 के अन्तर्गत सत्र 2021-22 से प्रथम वर्ष में प्रवेश लेने वाले प्रत्येक विद्यार्थी को एक व्यावसायिक कोर्स आवंटित किये जाने हेतु निर्देशित किया गया था।

उक्त के अनुपालन में विद्यार्थियों के आवंटित विषयों के पाठ्यक्रम दिनांक 20.11.2021 को अनुमोदन हेतु विश्वविद्यालय में प्रस्तुत किये गये थे जिस पर विश्वविद्यालय द्वारा मौखिक रूप से कतिपय संशोधन किये जाने की अपेक्षा की गई थी।

आपकी अपेक्षा अनुरूप इन पाठ्यक्रमों में संशोधन कर दिये गये हैं। संशोधित पाठ्यक्रम संलग्न सूची-1 के अनुसार विश्वविद्यालय प्रेषित है।

आपसे विनम्र निवेदन है कि संलग्न व्यावसायिक कोर्स के पाठ्यक्रमों को अनुमोदित कर आवश्यक कार्यवाही पूर्ण कर अवगत कराने की कृपा करें।

धन्यवाद!

संलग्नक: उपरोक्तानुसार।

(डॉ० हेमन्त कुमार)
Principal
S. M. College
Chandausi

(डॉ० प्रवीण कुमार)
समन्वयक- वोकेशनल/स्किल सेल
मो० नं०- 9760480884

Sh. S.K. Pandey / A.K. Adani
कुलसचिव



Mahatma Jyotiba Phule Rohilkhand University, Bareilly

महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली

A State University - Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified



Syllabus for Skill Development / Vocational course)

Course Title: Advertising, Sales Promotion and Sales Management

Title of course- Advertising, Sales Promotion and Sales Management

Nodal Department of HBI to run course	Commerce and Business Administration department
Broad Area/Sector-	Management, startups, Business
Sub Sector-	Small & Large Scale Office Administration
Nature of course - Independent / Progressive	Progressive
Name of suggestive Sector Skill Council	Commerce
Aligned NSQF level	IV
Expected fees of the course -Free/Paid	As per decided by skill partner
Stipend to student expected from industry
Number of Seats-.....
Course Code-.....	Credits- 24 (8 Theory, 16 Practical)
Max Marks..... Minimum Marks...	Max Marks...300..... Minimum Marks... 115
Name of proposed skill Partner (Please specify, Name of industry, company etc for Practical /training/ internship/OJT	
Job prospects-Expected Fields of Occupation where student will be able to get job after completing this course in (Please specify name/type of industry,company etc.)	

Suggested Readings: Mentioned in the syllabus

Suggested Digital platforms/ web links for reading- Mentioned in the syllabus

Suggested OJT/ Internship/ Training/ Skill partner- Mentioned in the syllabus

Suggested Continuous Evaluation Methods: Mentioned in the syllabus

Course Pre-requisites:

- No pre-requisite required, open to all
- To study this course, a student must have the subject Commerce Bioscience & Arts... in class/12th/ certificate/diploma.
- If progressive, to study this course a student must have passed previous courses of this series.

Suggested equivalent online courses: Mentioned in the syllabus

Any remarks/ suggestions: Required proper infrastructure, funds for operation and support from authority for understanding the need of course.

Notes:

- Number of units in Theory/Practical may vary as per need
- Total credits/semester-6 (it can be more credits, but students will get only 6credit/ semester or 12credits/ year
- Credits for Theory =02 (Teaching Hours = 30)
- Credits for project= 01
- Credits for Assignment = 01
- Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60)

Principal
S. M. College
Chandausi

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Semester Wise Title of Advertising, Sales Promotion and Sales Management

Year	Semester	Paper no.	Course code	Paper title	Theory/ Practical	Credit
1	I	1		Fundamentals of Advertising & Media Planning	Theory Practical	2 4
1	II	2		Fundamentals of Sales Promotion & Sales Management	Theory Practical	2 4
2	III	3		Consumer Behavior	Theory Practical	2 4
2	IV	4		Marketing Research	Theory Practical	2 4
2 YEARS	4 SEM					24

Name	Designation	Affiliation
Steering Committee		
Prof P.B. Singh	Professor	Dept. of Business Administration, MJP Ruhelkhand University, Bareilly
Dr Rakesh Kumar	Associate Professor	S.M. College, Chandausi

Syllabus Developed by:

S. No.	Name	Designation	Department	College/ University
1	Dr. Praveen kumar	Associate Professor	Commerce	S.M. College, Chandausi
2	Dr Pardeep Kumar	Assistant Professor	Commerce	S.M. College, Chandausi

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Course Title: Fundamentals of Advertising & Media Planning

Minor / Vocational course: Semester-1

Programme / Class: Certificate / Graduation	Year: First	Semester: First
Vocational Course:		(Elective)
Course Code:	Course Title:	
Course outcomes: After completing this course a student will be able to:		
1. Analyze the expanding environment of media and communication techniques.		
2. Assess the strengths, weaknesses, opportunities, and threats (SWOT) of different kinds of promotional campaigns.		
3. Examine the importance of market segmentation, position, and action objectives to the development of an advertising and promotion program.		
4. Develop creative strategies for advertising.		
5. Plan media strategy, scheduling, and vehicle selection.		
6. Assess strategic uses of sales promotions.		
Paper Title	FUNDAMENTALS OF ADVERTISING MEDIA PLANNING	
Credit-2	(Elective/Compulsory) - Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-0		
Unit	Topics	No. of Lectures Total=30
I	Advertising (Meaning, Objective, Importance, Economic and Social Effect), Types and Different Methods of Advertisement, Ethical and Legal Aspects of Advertisement, Advertising, PR & Marketing Research. Contemporary issues in media, Professional Communication Theories.	6
II	Advertising Process. Advertising Budget and Its Objectives, Advertising Appeals, Advertising Copy	6
III	Advertising Campaign & Media Planning, Types of Advertising Media, Modern Advertising Tools & Techniques, Creativity and Campaign Planning	5
IV	Advertising Effectiveness and Its Measurement, Creating Advertisement, Production Techniques & Methods, Ad Copy Writing. Advertising Concepts & Visualisation, Creative and content writing.	6
V	Digital Advertising, Modern Trends in Advertising, Careers in Advertising & Sales Promotions, Finances in the Advertising & Sales Promotion Industry, Ethical and legal aspects of Advertising & sales promotion, Computer basics: Use of Computer Application in Advertising & Sales Promotion. Consumer Orientation in Advertising	7



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ABOUT SKILL PARTNER

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ABOUT EXAMINATION/EVALUATION

1-For Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern:

Class Test-I (Objective Questions) ----- (05 Marks)

Class Test-II (Descriptive Questions) ----- (05 Marks)

Class Test-III (Objective Questions) ----- (05 Marks)

Class Test-IV (Descriptive Questions) ----- (05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) ----- (05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

A- Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) -	25 Marks
College/Institution -	75 Marks
Total Maximum Marks-	100 Marks
Passing Marks-	10+25=35 Marks

B- Practical/Skill Part -----TOTAL CREDIT-4

Assignment /Practical-	50 Marks-----CREDIT-1
Internship-	50 Marks-----CREDIT-1
Project -	50 Marks-----CREDIT-1
Survey Report-	50 Marks-----CREDIT-1
Total Maximum Marks-	200 Marks
Minimum Passing Marks-	80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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Suggested Readings:

1. Kotler, Philip. Marketing Management. New Delhi. Mcmillan India Ltd., 1999.
2. Kotler, Armstrong, Agnihotri, Haque-Principles of Marketing- South Asian Perspective (Pearson)
3. Kazmi, S H H, Batra, Satish K. Advertising & Sales Promotion. New Delhi. Excel Books, 2016.
4. Sales Management: Decisions, Strategies and Cases, Still, Cundiff & Govoni, Pearson Education.
5. Dr. R.L. Patni (Aulfor) Vigyapan Avam Vikray Prabandh (Advertisement and Sales Management-Hindi Study Guide) Paperback – 1 January 2018
6. Dr. Sunit Agarwal & Dr. Sandeep Agrawal, Principles and Practices of Advertising and Sales-Promotion: An Indian Perspective, Redvick Book, 2021
7. Dr. R.L. Nalokha, विज्ञापन एवं विक्रय प्रबन्ध, RBD Publications

Suggested Continuous Evaluation Methods: INTERNAL ASSESSMENT (25 Marks): Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

1. Assessment and Presentation of Assignment (04 marks)
2. Class Test-I (Objective Questions) (04 marks)
3. Class Test-II (Descriptive Questions) (04 marks)
4. Class Test-III (Objective Questions) (04 marks)
5. Class Test-IV (Descriptive Questions) (04 marks)
6. Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) (05 marks)

Suggested Additional resources

<https://pkworldeducation.blogspot.com/?m=1>

<https://pkworldeducation.blogspot.com/?m=1>

<https://www.facebook.com/Dr.PraveenKumarATN/>

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Course Title: FUNDAMENTALS OF SALES PROMOTION & SALES MANAGEMENT

Vocational course: Semester-II

Programme / Class: Certificate / Graduation	Year: First	Semester: II
Vocational Course:		(Elective)
Course Code:	Course Title: Fundamentals of Sales Promotion & Sales Management	
Course Description: On completion of this course, learners will be able to: 1. Gain the basic knowledge of Fundamentals of Sales Promotion & Sales Management 2. Determine the place and role of sales in the marketing mix of the organization. 3. Formulate a sales strategy in various areas. 4. Form the organizational structure of sales management. 5. Develop the ability to sell and to ultimately manage the sales function.		
Paper	FUNDAMENTALS OF SALES PROMOTIONS & SALES MANAGEMENT	
Credit-2	(Elective/Compulsory) - Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction of Sales Promotion, Sales Promotion Decisions, Sales Promotion Techniques, Sales Promotion Types, Sales Promotion Strategy, Components of Sales Promotion, Communication/Promotion Mix.	5
II	Sales Management: Introduction, Evolution of Sales Function, Sales Management: Positions, Sales Field Management, Sales Planning, Control & Analysis	5
III	Sales Organisation, Sales Department's External Relations, Sales Field Management, Sales Forecasting, Distribution Decisions, Channels of Distribution,	4
IV	Personal Selling: An Introduction, Personal Selling and Salesmanship, Types of Personal Selling, Selling Process, Salesmanship. Prospecting-Pre-approach and Post-approach	6
V	Strategic Sales Management, Market Analysis & Selection, Market Environment, Modern Trends & Issues in Sales Promotion & Sales Management	5
VI	Sales Force Management. Procurement (Recruitment and Selection) of Sales Force, Sales Force Training, Sales Compensation. Motivation, Incentives, Communication Process.	5

Ommy
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ABOUT EXAMINATION/EVALUATION

1-For Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

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Class Test-I (Objective Questions) ----- (05 Marks)

Class Test-II (Descriptive Questions) ----- (05 Marks)

Class Test-III (Objective Questions) ----- (05 Marks)

Class Test-IV (Descriptive Questions) ----- (05 Marks)

Overall performance throughout the Semester (Includes Attendance, Behavior, Discipline, Participation in Different Activities) ----- (05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

E- Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) -	25 Marks
College/Institution -	75 Marks
Total Maximum Marks-	100 Marks
Passing Marks-	10+25=35 Marks

F- Practical/Skill Part -----TOTAL CREDIT-4

Assignment /Practical-	50 Marks-----CREDIT-1
Internship-	50 Marks-----CREDIT-1
Project -	50 Marks-----CREDIT-1
Survey Report-	50 Marks-----CREDIT-1
Total Maximum Marks-	200 Marks
Minimum Passing Marks-	80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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Course Title: CONSUMER BEHAVIOUR

Vocational course: Semester-III

Programme / Class: Diploma / Graduation		Year: Second	Semester: Third
Vocational Course:		(Elective)	
Course Code:		Course Title:	
Course outcomes: After completing this course a student will be able to understand; 1. understand consumer behaviour 2. environmental influences on consumer behaviour, 3. perception and attitude of consumers, consumer decision making 4. marketing ethics towards consumers.			
Paper Title		Consumer Behaviour	
Credits: 2		(Elective/Compulsory)- Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4			
Unit	Topics		No. of Lectures Total=30
I	Introduction to Consumer Behaviour, Consumer Research Process, Models of Consumer Behaviour, Need & Importance of Consumer Behaviour in Advertising, Sales Promotion and Sales Management,		7
II	Consumer Perception, Learning and Consumer Behaviour, Consumer Attitude, Formation and Change, Consumer Personality		5
III	The Family and Life-style Marketing, Group Dynamics, and Consumer Reference Group, Influence of Social and Cultural Factors, Communication and Consumer Buying Behaviour		6
IV	Consumer decision-making process: Routinised response, limited and extensive problem-solving behavior. Howard-Sheth, Engell, Kollat-blackwell and Nicosia models of consumer decision-making. Consumer gifting behavior. Relationship marketing: Industrial Buying Behaviour and Marketing of Services.		6
V	Consumer Research, Consumers Buying Behaviour, Factors Affecting Buying Behaviour of Consumers, Importance of Consumer Buying Behaviour Study, Consumer Satisfaction and Loyalty,		6
VI	Influence of reference groups – Friendship, Work, Celebrity, and family. Impact of social class, culture, subculture, and cross-cultural factors on consumer behavior. The process of opinion leadership and motivation behind opinion leadership.		5



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Class Test-III (Objective Questions) -----	(05 Marks)
Class Test-IV (Descriptive Questions) -----	(05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) -----(05 Marks)

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Total Maximum Marks-	200 Marks
Minimum Passing Marks-	80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

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Suggested Readings:

1. Leon G. Schiffman & Leslie Lazar Kannk, Consumer Behaviour, Prentice-Hall of India
2. Reynolds & Wells: Consumer Behaviour – McGraw Hill, International.
3. James F. Engel Roger D. & Blackwell – Consumer Behaviour – Dryden Press
4. S.C. Mehta – Indian Consumers – Tata McGraw Hill
5. David I. Loudon and Albert J. Della Bitta, 4e, McGraw Hill.
6. Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, 10e, Pearson.
7. Satish Batra, SHH Kazmi, Consumer Behaviour-Text and Cases, 2e, Excel Books.
8. Kardes, Cline, Cronley, Consumer Behaviour-Science and Practice, Cengage Learning.
9. S. Ramesh Kumar, Consumer Behaviour and Branding, Pearson.
10. Dheeraj Sharma, Jagadish Deth, Banwari Mittal, Consumer Behaviour – A managerial Perspective, Cengage Learning.

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Mahatma Jyotiba Phule Rohilkhand University, Bareilly

महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली

A State University – Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified



Course Title: MARKETING RESEARCH

Vocational course: Semester-IV

Programme / Class: Diploma / Graduation	Year: Second	Semester: Fourth
Vocational Course:		(Elective)
Course Code:	Course Title:	
Good marketing decisions require solid marketing research. This introduces the students to the principles and practices of modern marketing research methods. This will be a practical hands-on approach to marketing research. After taking this class, students will better understand the role of marketing research in developing marketing strategy. After participating in the course, the student will be able to:		
<ol style="list-style-type: none">1. Understand fundamental principles, concepts, and measurement tools essential to planning, conducting, and evaluating marketing research activities.2. Learn how to design marketing research studies in a logical and systematic manner.3. Learn the difference between qualitative and quantitative research methods.4. Be able to utilize exploratory research and secondary information sources to formulate relevant research questions.5. Be able to operationalize concepts for the purpose of developing testable propositions.6. Be able to collect, organize, and analyze data and interpret findings to address marketing research problems.7. Understand what marketing research is and how it is used by management.8. Contrast alternative research designs and their relative strengths and weaknesses.		
Paper Title	MARKETING RESEARCH	
Credits: 6 (2T+4P)	(Elective/Compulsory) - Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4		
Unit	Topics	No. of Lectures Total=30
I	Importance, Nature and Scope of Marketing Research; Marketing Research in India & World/Other Countries, Need for and Importance of Marketing Research for Business. Types and Components of Marketing Research, Market Research, Product Research Consumer Research, Advertising Research, etc	5
II	Marketing Information System and Marketing Research; Marketing Research Process and Organization, Problem Identification and Definition. Developing a Research Proposal; Determining Research Type-exploratory, Descriptive and Conclusive research; Experimental designs. Data Resources and Collection: Primary and Secondary Data Sources; Online Data Sources;	5
III	Data Collection Tools & Techniques/ Methods, Preparation of Data Collection Tools, Organisation of Fieldwork and Survey Sampling and Survey, Sampling plan: Universe, Sample Frame and Sampling Unit; Sampling techniques; Sample size, Sampling Methods, Survey Errors-Sampling and Non-Sampling Errors.	6
IV	Data Analysis & Research Report Writing for Stakeholders, Presentation of Research Findings and Conclusions	6
V	Business Forecasting Tools & Techniques- Concepts, Meaning, Need, Importance, Factors Affecting Business Forecasting, Practical Uses of Business Forecasting Tools, Students will design a research project, collect data, use a computer to analyse their data, and submit a report of their findings.	8



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ABOUT SKILL PARTNER

Skill Partner may be any business organization, Cooperative Society, Not Profit Organization, Qualified Professionals, Trust, NGO, MNCs, Association of Individuals, Federation, Charity Organization, Chamber of Commerce, Federation of Industries, Technical or Professional Institutions, National or International Level Organization/Association Federation and like this pattern.

ABOUT EXAMINATION/EVALUATION

1-For Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern:

Class Test-I (Objective Questions) -----	(05 Marks)
Class Test-II (Descriptive Questions)-----	(05 Marks)
Class Test-III (Objective Questions) -----	(05 Marks)
Class Test-IV (Descriptive Questions) -----	(05 Marks)
Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) -----	(05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

E- Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) -	25 Marks
College/Institution -	75 Marks
Total Maximum Marks-	100 Marks
Passing Marks-	10+25=35 Marks

F- Practical/Skill Part -----TOTAL CREDIT-4

Assignment /Practical-	50 Marks-----CREDIT-1
Internship-	50 Marks-----CREDIT-1
Project -	50 Marks-----CREDIT-1
Survey Report-	50 Marks-----CREDIT-1
Total Maximum Marks-	200 Marks
Minimum Passing Marks-	80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115
2-Total Maximum Marks for section A & B - 100+200=300

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Suggested Readings:

1. Burns, A. C., Veeck, A., & Bush, R. F. (2020). *Marketing research* (9th ed.). Pearson.
2. Clow, K. E., & James, K. E. (2013). *Essentials of Marketing Research: Putting Research into Practice* (4th ed.). SAGE.
3. Cothari, C. R. (2019). *Research methodology: Methods and Techniques* (2nd ed.). New Age Publications (Academic).
4. Kumar, R. (2014). *Research methodology: A step-by-step guide for beginners* (4th ed.). SAGE.
5. Malhotra, N. K., & Dash, S. (2019). *Marketing Research - An Applied Orientation* (7th ed.). Pearson.
6. Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A skill Building Approach*. John Wiley & Sons.
7. JUGENHEIMER, DONALD W: Advertising and public relations research (New Delhi: PHI Learning, 2010
8. FLETCHER ALAN ET AL: Fundamentals of Advertising Research (USA: Wadsworth 1991)
9. G. C. Bery; Marketing Research, McGraw Hill, IV Edition,
10. Jugenheimer, D. W., Bradley, S. D., Kelley, L. D., & Hudson, J. C. Advertising and public relations research. Second edition. Armonk, NY: M. E. Sharpe. ISBN: 978-0-7656-2418-5
11. Vigyapan Prabandh/विज्ञापन प्रबंध By Narendra Singh Yadav, RHGA Rajasthan Hindi Granth Academy

Suggested Continuous Evaluation Methods: INTERNAL ASSESMENT (25 Marks): Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

1. Assessment and Presentation of Assignment (04 marks)
2. Class Test-I (Objective Questions) (04 marks)
3. Class Test-II (Descriptive Questions) (04 marks)
4. Class Test-III (Objective Questions) (04 marks)
5. Class Test-IV (Descriptive Questions) (04 marks)
6. Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) (05 marks)

Suggested Additional resources

<https://pk.worldeducation.blogspot.com/?m=1>
<https://pkworldeducation.blogspot.com/?m=1>
<https://www.facebook.com/Dr.PraveenKumarATN/>
<https://www.facebook.com/groups/1448502708810040/?ref=share>

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 (Dr. Praveen Kumar)
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 Principal
 S. M. College
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