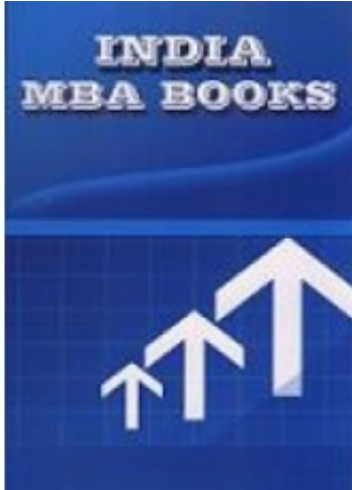


# PROMOTION & DISTRIBUTION MANAGEMENT



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## **Unit-II: Developing Integrated Marketing Communications**

Creative Strategy Development. Process of Execution of Creative Strategy: Appeals, Execution Styles and Creative Tactics. Media Planning & Strategy: Developing Media Plans & Strategies and Implementation with IMC Perspective.

## **Unit-III: Personal Selling**

Role of Personal Selling in IMC programme. Integration of Personal Selling with Other Promotional Tools. Personal Selling Process and Approaches. Evaluating, Motivating and Controlling Sales Force Effort.

## **Unit-IV: Sales Promotion and Support Media**

Sales Promotion - Objectives, Consumer and Trade Oriented Sales Promotion. Developing and Operating Sales Promotion for Consumers & Trade: Sales Promotion Tools: Off - Shelf Offers, Price Promotions, Premium Promotions, Prize Promotions. Coordinating Sales Promotions and Advertisement.

Support Media – Elements of Support Media and Their Role.

direct Marketing, the Internet & Interactive Marketing, Publicity and Public Relations. Monitoring, Evaluating & Controlling Promotion Programme.

## **Unit-V: Distribution Management**

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