

# PROMOTION & DISTRIBUTION MANAGEMENT



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## Short Description

**Osmania university PROMOTION & DISTRIBUTION MANAGEMENT**

## Description

**PROMOTION & DISTRIBUTION MANAGEMENT SOLVED PAPERS AND  
GUESS**

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**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

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**PROMOTION & DISTRIBUTION MANAGEMENT**

## **Unit-I: Marketing Communications**

The Nature of Marketing Communications. The Integration of Marketing Communication. Integrated Marketing Communication Planning Process. Model of Marketing Communications Decision Process. Establishing Objectives and Budgeting for the Promotional Programme.

## **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**

Role and Functions of Channels of Distribution. Distribution Systems. Distribution Cost, Control and Customer Service. Channel Design, and Selection of Channels, Selecting Suitable Channel Partners. Motivation and Control of Channel Members. Distribution of Services, Market Logistics & Supply Chain Management.

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