

**Guidelines for NEP Based Syllabus for the Paper  
Titled  
"Sales Promotion" of B. Com. (Hons.)  
GE – 2.3, Semester-II**

**JOINTLY ORGANISED  
BY  
Department of Commerce, Delhi School of Economics, University of Delhi  
And  
PGDAV (Morning), University of Delhi**

**Date: 17<sup>th</sup> February 2025**

**MINUTES**

An online meeting was held on Monday, 17<sup>th</sup> February 2025 at 4.00 PM on Google Meet Platform to prepare the Guidelines for NEP Based Syllabus for the paper titled "Sales Promotion" of B. Com. (Hons.) Paper No. GE 2.3, Semester-II, jointly organised by the Department of Commerce, Delhi School of Economics, University of Delhi and PGDAV College (Morning), University of Delhi.

Department Representative: Dr. Pooja Goel

Convenor: Dr. Ritu Gupta PGDAV(M) College

Other Faculties present:

Dr. Seema Gupta Deshbandhu College

Dr. Tarannum Amir Satyawati College

Dr. S Meena Deshbandhu College

Dr. Rableen Kaur Rao Lakshmibai College

Ms. Sarita Devi Lady Shri Ram College (W)

Dr. Divya Sharma Bharti College

The following guidelines were set in the online meeting with the consent of all the Faculty Members

**Teaching Related Guidelines**

1. Total Number of Lectures:45

2. Credit Hours: 4 (Lecture 3, Tutorial 1)

3. Unit Wise Breakup of 45 Lectures are recommended as follows:

Unit I: Introduction to Sales Promotion	12 Lectures
Unit II: Types of Sales Promotion	6 Lectures
Unit III: Major tools of Sales Promotion	15 Lectures
Unit IV: Developing Sales Promotion	9 Lectures
Unit V: Ethical and Legal aspect of Sales Promotion	3 Lectures

4. Case study should be of moderate size only to create an understanding of the subject and to ensure active participation of the students and a continuous learning process.

### **Examination Related Guidelines**

1. Examination Pattern (Grand Total Marks 160)

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|--|----------|
| a. End Term Theory Exam of 3 Hours         | 90 Marks |
| b. Continuous Assessment of Tutorials (CA) | 40 Marks |
| c. Internal Assessment (IA)                | 30 Marks |

2. Total number of questions will be five. All questions will carry equal weightage i.e., 18 marks of each. Pattern of internal choice should be of equal marks.

3. Paper is for non-commerce students therefore it should not be lengthy.

4. Suggestive pattern of questions and marking scheme: unit wise

Unit I: Introduction to Sales Promotion – Direct Questions (24 Marks)

Unit II: Types of Sales Promotion – Direct Questions/ Statement Questions (12 Marks)

Unit III: Major tools of Sales Promotion – Activity Based Question/ Case Study/ Statement Questions (30 Marks)

Unit IV: Developing Sales Promotion- Direct Questions/ short notes (18 Marks)

Unit V: Ethical and Legal aspect of Sales Promotion – Direct Question/Short notes (6 marks)

**Internal Assessment Guidelines:** Total Marks for Internal Assessment are 30.

- (a) 6Marks for Attendance as Per University Rule.
- (b) 12Marks for Class Tests Only.
- (c) 12Marks for Assignment

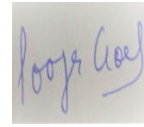
**Continuous Internal Assessment Guidelines:** Total Marks for Continuous Assessment are 40.

- (a) 5 Marks for Attendance as Per University Rule.
- (b) 35 Marks for Class Assessment which includes – Case Study/Assignment/Project/Activities/Class Participation/Presentations based on any topic covered under the syllabus.

(Note: 2 Reference Case studies are attached for facilitators)



**Dr. Ritu Gupta**  
(Convenor)  
PGDAV College (Morning)  
University of Delhi



**Dr. Pooja Goel**  
(Department Representative)  
Delhi School of Economics  
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## **Appendix:**

# **Case Study: Kodak Promotion Strategy**

Kodak, once a global leader in photography and imaging, dominated the market for over a century. However, despite its technological advancements and brand loyalty, the company failed to sustain its position. Kodak founded in 1888, Eastman Kodak Company revolutionized photography by introducing easy-to-use cameras and film rolls. By the 20th century, Kodak controlled over 80% of the U.S. market for photography products. The brand became synonymous with imaging technology, and its slogan, “Kodak Moment,” became iconic.

However, as digital photography emerged in the late 20th century, Kodak struggled to transition from traditional film to digital imaging. The company's failure to implement an effective sales promotion mix and use appropriate promotional tools played a significant role in its downfall.

Although Kodak invented the first digital camera in 1975, it did not aggressively promote or commercialize the product, fearing it would cannibalize its film business. Competitors like Sony, Canon, and Nikon capitalized on digital photography, effectively promoting their products through aggressive advertising, discounts, and bundled offers.

Kodak did not invest in promotional strategies such as:

**Discounts and Bundling:** Unlike competitors, Kodak rarely offered discounts or bundled deals on digital cameras and printers.

The company did not develop strong customer retention programs, unlike brands like Fujifilm and Canon, which introduced cashback offers and loyalty rewards.

Kodak's in-store promotions were weak compared to its competitors, who partnered with electronic retail chains to promote digital cameras effectively.

Kodak's branding efforts continued to focus on traditional film, even when the market was shifting towards digital photography. The company failed to aggressively market its digital products, leading to low customer awareness and poor sales.

With the rise of digital marketing, brands like Canon and Sony leveraged online promotions, social media campaigns, and influencer marketing. Kodak, however, relied on traditional advertising and failed to build a strong online presence, missing out on key promotional opportunities.

Kodak's distribution network was not aligned with changing consumer behaviors. While other brands partnered with e-commerce platforms, Kodak lagged in online sales and digital promotions.

**Consequences of Kodak's Poor Sales Promotion Strategies**

In 2012, Kodak filed for bankruptcy, marking the end of its dominance in the photography industry.

## **Questions**

1. How did Kodak's failure to implement an effective sales promotion mix contribute to its downfall?
2. What role do discounts, bundling, and loyalty programs play in promoting a product?

3. Why is adapting to digital marketing important for brand survival?
4. How could Kodak have used social media and online promotions to retain its leadership?
5. What can businesses learn from Kodak's failure to adapt to new sales promotion tools?
6. How did Kodak's competitors effectively use sales promotions to capture market share?
7. If Kodak were to re-enter the market today, what promotional strategies should it adopt?

## **Case Study: Company Y's Sales Promotion Strategy**

Company Y, a consumer electronics manufacturer, launched a new line of smartphones but faced stiff competition in the market. To drive sales and increase market share, the company devised a comprehensive sales promotion strategy. Company Y's new smartphones were struggling to gain traction in a saturated market dominated by well-established brands. The company needed to create buzz around its products and incentivize consumers to choose their brand over competitors. Company Y launched a multi-faceted sales promotion campaign that included discounts, limited-time offers, bundling deals with accessories, and a social media contest to engage customers and generate excitement around the new smartphones. The sales promotion campaign was promoted through various channels, including social media, email marketing, in-store displays, and collaborations with influencers. The company also trained sales staff to effectively communicate the promotion details and benefits to customers. The sales promotion strategy led to a significant increase in foot traffic to retail stores, a surge in online sales, and positive reviews on social media platforms. The limited-time offers and discounts encouraged impulse purchases, and the social media contest generated user-generated content and increased brand visibility.

### **Questions**

1. What were the key challenges Company Y faced in the market with its new line of smartphones?
2. What components were included in Company Y's sales promotion strategy to drive sales and increase market share?
3. How did Company Y execute its sales promotion campaign across various channels?
4. What were the results of the sales promotion strategy in terms of increased foot traffic, online sales, and brand visibility?
5. How did the sales promotion strategy impact consumer perception of Company Y's brand and products?