



Lok Jagruti Kendra University
University with a Difference

Diploma in Automobile Engineering



Course Code: 025010511

Sales and Marketing

Programme / Branch Name			Diploma in Automobile Engineering			
Course Name	Sales and Marketing				Course Code	025010511
Course Type	HSSC	BSC	ESC	PCC	OEC	PEC

Legends: HSSC: Humanities and Social Sciences Courses
 ESC: Engineering Science Courses
 OEC: Open Elective Courses

BSC: Basic Science Courses
 PCC: Program Core Courses
 PEC: Program Elective Courses

1. Teaching and Evaluation Scheme

Teaching Hours / Week					Evaluation Scheme				
L	T	P	Total Teaching Hours	Total Credit	CA	CCE	SEE (TH)	SEE (PR)	Total
3	2	0	5	5	10	40	50	-	100

Legends: L: Lectures T: Tutorial P: Practical
 CA: Continuous Assessment (Attendance + Activity)
 CCE: Continuous & Comprehensive Evaluation
 SEE (Th): Semester End Evaluation (Theory)
 SEE (Pr): Semester End Evaluation (Practical)

2. Prerequisite

- ✓ Management
- ✓ Professional Practices

3. Rationale

The automobile industry is one of the fastest-growing industries in the world, and sales and marketing play a crucial role in the success of this industry. This diploma course is designed to provide students with a comprehensive understanding of the sales and marketing strategies used in the automobile industry. The course covers all aspects of sales and marketing, including customer behavior, market analysis, product positioning, branding, advertising, and distribution.

4. Objectives

- ✓ To provide students with a deep understanding of the sales and marketing strategies used in the automobile industry.
- ✓ To help students develop skills in market analysis, product positioning, branding, advertising, and distribution.
- ✓ To familiarize students with the latest trends and technologies in the automobile industry.
- ✓ To train students in effective communication, negotiation, and customer relationship management.
- ✓ To prepare students for successful careers in the automobile industry.

5. Contents

Unit No.	Unit Name	Topics	Learning Outcome	% Weightage	Hours
1.	Introduction to Automobile Sales and Marketing	1.1 Overview of automobile industry in India 1.2 Sales and Marketing of Automobiles 1.3 Understanding Customer Needs and Expectations	<ul style="list-style-type: none"> Understand the basics of the automobile industry in India 	15	06
2.	Market Analysis and Research in Automobile Industry	2.1 Market Segmentation 2.2 Consumer Behaviour 2.3 Market Research Techniques 2.4 Marketing Intelligence and Analytics	<ul style="list-style-type: none"> Understand market segmentation and its importance in the automobile industry Learn market research techniques and their application in the automobile industry 	30	13
3.	Branding and Positioning in Automobile Industry	3.1 Brand Building 3.2 Brand Management 3.3 Product Positioning 3.4 Unique Selling Proposition	<ul style="list-style-type: none"> Learn how to build and manage a brand in the automobile industry Understand the importance of unique selling proposition (USP) in the automobile industry 	20	08
4.	Advertising and Promotion in Automobile Industry	4.1 Advertising 4.2 Sales Promotion 4.3 Public Relations 4.4 Digital Marketing	<ul style="list-style-type: none"> Understand sales promotion and its application in the automobile industry Understand digital marketing and its application in the automobile industry 	20	8
5.	Distribution and Sales Management in Automobile Industry	5.1 Channel Management 5.2 Retail Management 5.3 Sales Force Management 5.4 After Sales Service	<ul style="list-style-type: none"> Understand sales force management and its role in the automobile industry Learn about after-sales service and its importance in the automobile industry 	15	7
Total Hours					42

6. Suggested Specification Table for Evaluation Scheme

Unit No.	Unit Name	Distribution of Topics According to Bloom's Taxonomy					
		R %	U %	App %	C %	E %	An %
1.	Introduction to Automobile Sales and Marketing	40	40	10	0	10	0
2.	Market Analysis and Research in Automobile Industry	35	35	10	0	10	10
3.	Branding and Positioning in Automobile Industry	30	50	10	0	10	0
4.	Advertising and Promotion in Automobile Industry	30	50	10	0	10	0
5.	Distribution and Sales Management in Automobile Industry	40	40	10	0	10	0

Legends: R: Remembering U: Understanding
App: Applying C: Creating
E: Evaluating An: Analyzing

7. Reference Books

- 1) Marketing Management: An Indian Perspective by Ramaswamy & Namakumari
- 2) Market Research: Concepts and Applications by Paurav Shukla
- 3) Marketing Management: A South Asian Perspective by Philip Kotler and Kevin Keller
- 4) Brand Management: Text and Cases by Kevin Lane Keller
- 5) Integrated Advertising, Promotion and Marketing Communications by Kenneth E. Clow and Donald Baack
- 6) Advertising Management: Text and Cases by Rajeev Batra and John G. Myers
- 7) Sales and Distribution Management by Tapan Panda
- 8) Retail Management: A Strategic Approach by Barry Berman and Joel R. Evans
- 9) Consumer Behaviour: A South Asian Perspective by Leon G. Schiffman and Leslie Kanuk

8. Open Sources (Website, Video, Movie)

- 1) Website: Automotive Industry Overview and Statistic (<https://www.statista.com/topics/4766/automotive-industry/>)
- 2) Video: Automotive Marketing - Introduction (<https://www.youtube.com/watch?v=UyWQfLXEbI0>)
- 3) Website: Automotive Research and Market Intelligence (<https://www.marketresearch.com/Transportation-c1594/Automotive-c48/>)
- 4) Video: Market Research Techniques (<https://www.youtube.com/watch?v=Ofv7pI6WxUw>)
- 5) Website: The Branding Journal - Automotive Branding Case Studies (<https://www.thebrandingjournal.com/industry/automotive/>)
- 6) Video: Automotive Branding and Positioning (<https://www.youtube.com/watch?v=4m4ef4GrvMk>)
- 7) Website: The Automotive Advertising Agency - Case Studies (<https://www.theautomotiveadvertisingagency.com/case-studies>)
- 8) Video: Automotive Advertising and Promotion
- 9) <https://www.youtube.com/watch?v=BZHvS8IF7V4>
- 10) Website: Automotive Distribution Network - Industry Insights (<https://www.networkhq.org/>)
- 11) Video: Automotive Distribution and Sales Management <https://www.youtube.com/watch?v=X7ar86hthQA>