



Course Title: Sales and Distribution Management

Course Level:UG

Course Code: MKTG302

Credit Units: Three

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	3

Course Objectives:

Globalisation, increased competition, rapid transformation in communication & information technology and need for higher level of customer orientation have made sales and distribution management extremely important.

- The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.
- The course is designed to familiarize students with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.

Pre-requisites: The students opting for this course should have knowledge about Marketing Management.

Student Learning Outcomes:

The student after completion of this course will be able to:-

- Recognise and demonstrate the significant responsibilities of sales person as a KEY individual.
- Describe and Formulate strategies to effectively manage company's sales operations.
- Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.
- Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.

Course Contents/Syllabus:

	Weightage (%)
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Module I: Introduction	20
<ul style="list-style-type: none"> • Concept, Objectives and functions of Sales Management • Evolution of Sales Management • Nature and Role of Sales Manager's Job • The Personal Selling Process • Emerging Trends in Sales Management- Vendor Management, ERP, Sales Automation System. • New Means of Selling 	
Module II: Sales Organisation and control	20
<ul style="list-style-type: none"> • Purpose of Sales Organisation, setting sales organisation, Types of sales organization structures. • Coordinating selling function with other marketing activities, • Sales Territory: Concept and process of devising sales territories. • Sales forecasting and Sales Potential, Sales Forecasting Techniques • Sales Budget: Purpose and Procedure • Sales Quotas: Concept and types. 	
Module III: Managing Sales Force	20
<ul style="list-style-type: none"> • Concepts of sales force management: Recruitment and Selection of sales personnel. • Sales Training: Areas of sales training: Company specific knowledge, product knowledge, industry and market trend knowledge, and customer education. • Compensating and motivating sales force. • Routing and scheduling of sales force. • Sales audit 	
Module IV: Distribution Channel Strategy	20
<ul style="list-style-type: none"> • Distribution Channels: Concept, Functions and Types. • Distribution channel strategy and features of effective channel design. • Channel Conflict: Concept and stages, conflict management • International distribution strategy. 	
Module V: Logistics and Supply Chain Management	20
<ul style="list-style-type: none"> • Definition & scope of logistics, Components of logistics. • Inventory management decisions: Concept of EOQ, ROP, JIT, online inventory management • Out bound Logistics: Transportation decision, location and warehousing decisions • Concept and scope of Supply chain management. • Components of Supply Chain Management. 	

Pedagogy for Course Delivery:

This course will consist of blend of lectures, case studies and role plays. Case studies and role plays will give an insight into challenges and dilemmas of Sales executive and how to efficiently handle those situations. The emphasis will be on assimilating the learning through application of the theoretical inputs on real life cases and situations.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Test	Home Assignment	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Sales and Distribution Management: Text and Cases; Krishna K. Havaldar, Vasant M. Cavale Tata Mc-Graw Hill Education. ISBN: 0070611904
- Sales and Distribution Management; Tapan K. Panda and Sunil Sahadev; Oxford University Press. ISBN: 9780198077046
- Sales Management: Decision Strategy and Cases; Richard R. Still, Edward W. Cundiff and Norman A.P. Govani; Pearson Education. ISBN: 9788131710890
- Management of Sales Force; Rosann Spiro, William Stanton, Gregory Rich; Tata Mc-Graw Hill Education. ISBN: 978-0072398878

Journals:

- Harvard Business Review
- International Journal of Sales
- The Journal of Sales and Marketing
- Journal of Marketing Channels

Suggested Readings:

- Manage Consolidation in the Distribution Channel, Adam J. Fein and Sandy D. Jap, MIT Sloan Management Review, October 15, 1999
- What the CUSTOMER wants you to KNOW; Ram Charan; Penguin Books India Pvt. Ltd.
- Organizing and Managing Channels of Distribution, Gary L. Frazier, Journal of the Academy of Marketing Science, SAGE Publications on January 4, 2008
- Harvard Business Review on Strategic Sales Management Harvard Business Review Paperback Series) Paperback – April 12, 2007