

**Name of Institute: Institute of Management Studies (IMS)**  
**Name of Faculty: Dr Daisy Kurien**

**Course code: MB0317**

**Course name: Sales and Distribution Management**

Pre-requisites: Marketing Specialisation

Credit points: 3 Credits

Offered Semester: IV

### **Course Lecturer (weeks 01 – 15)**

Full Name: Dr Daisy Kurien

Department with siting location: Management

Telephone:9428412928

Email: daisykurien.mba@indusuni.ac.in

Consultation times:2:00 pm to 4:00 pm

Students will be contacted throughout the Session via Mail with important information relating to this Course.

### **Course Objectives**

- To help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm, Globalization, increased competition, rapid changes in communication and information technology
- To develop higher level of customer orientation for efficient sales and distribution management.

### **Course Outcomes (CO)**

At the completion of the course, the student will be able to:

**CO1: The ability to create value and execute sales deals effectively**

**CO2: The strategic skill and competencies needed for achieving sales targets**

**CO3: The ability to avoid common mistakes made by sales professionals and negotiators;**

**CO4: The ability to work with people with different backgrounds, expectations, and values**

**CO5: To understand and assess the challenges of turbulent business marketing**

**CO6: To evaluate and design sustainable sales & distribution strategies**

## **Course Outline**

### **Module 1 – Introduction to Sales Management**

Nature and Importance of sales management, emerging trends in sales management, Objectives of personal selling, Personal selling process, Salesmanship, Relationship Marketing,

### **Module 2 – Sales Planning & Organization**

Introduction, Levels of Sales management Positions, Roles played by sales managers, Sales forecasting methods, Organizing & Driving Sales Efforts - Sales Organization Structures, Sales Territories & Quotas, Sales Promotions

### **Module 3 - Sales Force Management**

Sales Job Analysis, Recruitment & Selection (Briefly – specific to Sales Jobs), Sales Training – Need & Types, Sales Force Compensation Structure & Motivation Tools, Sales Contests Sales Force Supervision: Sales Expenses, Sales Performance Evaluation, Sales Reports, Sales Budgets, Sales Audits, Ethics in Sales

### **Module 4 – Distribution Management**

Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, functions of channel partners, channel flows, Channel Intensity, classification of distribution channels, types of channel intermediaries, designing distribution channel strategy, factors affecting the design of marketing channels, Factors affecting selection of channel partners

### **Module 5- Market logistics and supply chain management**

Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, technology in logistics and SCM, channel information systems, distribution management in international markets.

## **Method of delivery**

Lectures, Role plays, Case studies, Video Cases

## **Study time**

Three hours per week

## **CO-PO Mapping (PO: Program Outcomes)**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	2	2	3	1	1
CO 2	3	3	1	1	1	3
CO 3	3	3	3	1	1	3
CO 4	1	3	1	1	1	1
CO 5	3	1	1	3	3	1
CO 6	3	1	3	3	2	1

**Blooms Taxonomy and Knowledge retention (For reference)**  
 (Blooms taxonomy has been given for reference)

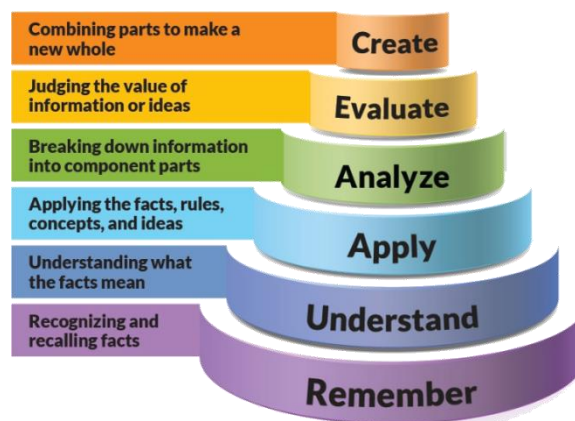


Figure 1: Blooms Taxonomy

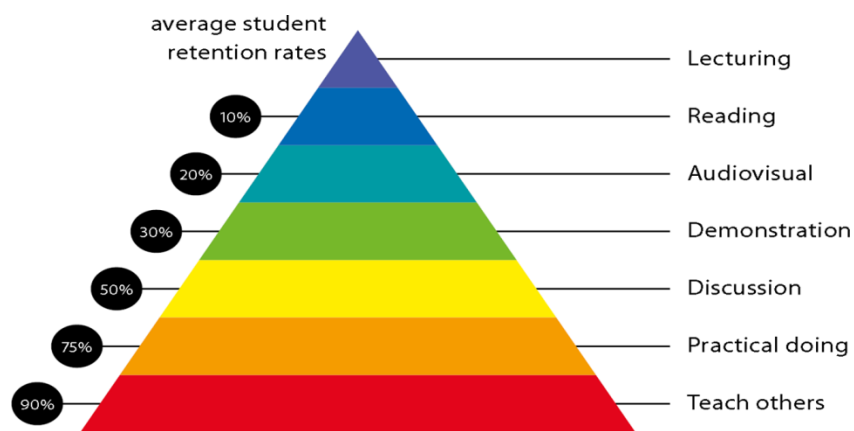


Figure 2: Knowledge retention

**Graduate Qualities and Capabilities covered**  
 (Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of Management Graduate Capabilities
<p><b>Informed</b>                      Gain an understanding of marketing issues dominating the market in present time which may pose as a threat in marketing but is handled well may lead to better marketer- customer relation.</p>	<p><b>1 Market knowledge, &amp; awareness</b></p>

<b>Independent learners</b> Locate, evaluate and synthesize complex situations and offer perspectives. Opportunities to acquire these abilities are developed through lectures, and case discussion.	<b>2 Information literacy, gathering &amp; processing</b>
<b>Problem solvers</b> Developing critical thinking skills that are pertinent for problem solving and innovation in today's competitive market. Critically analyze the situation and offer solutions to situations.	<b>4 Problem solving skills</b>
<b>Effective communicators</b> Develop the ability to reflect on issues on hand. Through active participation enhance the skills to communicate verbally and in writing and develop practices expected of today's professionals.	<b>5 Written communication</b>
	<b>6 Oral communication</b>
	<b>7 Teamwork</b>
<b>Responsible</b> Gain a better understanding of sustainable market. Being responsible in dealing and delivering value to all stakeholders	<b>10 Sustainability, societal &amp; environmental impact</b>

### Practical work:

Live project/ Assignments

### Lecture/tutorial times:

Lecture	Tuesday	11:55 - 12:50 pm	Room LH 35
Lecture	Wednesday	11:00 – 11:55 p.m.	Room LH 35
Lecture	Thursday	9:55 – 10:50 p.m.	Room LH 35

### Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

### Details of referencing system to be used in written work

## Text books

Krishna K. Havaladar, Vasant M. Cavale Sales & Distribution Management Tata

## Reference Books:

- David Jobber, Geoffrey Lancaster Selling & Sales Management Pearson Latest Edition
- Tanner, Honeycutt, Erffmeyer Sales Management Pearson Latest Edition
- Mark W. Johnston, Greg W. Marshall Sales Force Management Tata McGrawHill Latest Edition
- William L. Cron, Thomas E. DeCarlo Sales Management Wiley Latest Edition
- Dr. S. L. Gupta Sales & Distribution Management Excel Latest Edition
  - Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni Sales Management : Decisions, Strategies & Cases Pearson Latest Edition
- Johnson F.M., Kurtz D.L., Scheuing E.E. Sales Management: Concepts, Practice, and Cases Tata McGrawHill Latest Edition

## Additional Materials

- Newspaper articles
- Video cases on current business issues

## ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment 1	5%
Assignment 2	5%
Presentation	5%
Attendance	5 %
Mid semester	40%
Final exam (closed book)	40%

## SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 60% marks to clear the concerned components.

## Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

### Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of 5% of the maximum mark per calendar day

### Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

### Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

### University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

**Plagiarism** - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

***Do not copy the work of other students.***

***Do not share your work with other students (except where required for a group activity or assessment)***

## Course schedule(subject to change)

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Introduction to Sales Management- Nature and Importance of sales management.	CO1 &CO2	Lecture, Video, & Case Discussion
Weeks 2	emerging trends in sales management, Objectives of personal selling	CO1 & CO2	Lecture, Video, & Case Discussion
Week 3	Personal selling process, Salesmanship, Relationship Marketing,	CO1, CO2 , CO3	Lecture, Video, & Case Discussion
Week 4	Sales Planning & Organization Introduction, Levels of Sales management Positions	CO1, CO2	Lecture, Video, & Case Discussion
Week 5	Roles played by sales managers, Sales forecasting methods, Organizing & Driving Sales Efforts -	CO3, CO4	Lecture, Video, & Case Discussion
Week 6	Sales Organization Structures, Sales Territories & Quotas, Sales Promotions	CO3, CO4	Lecture, Video, & Case Discussion
Week 7	Sales Force Management Sales Job Analysis, Recruitment & Selection (Briefly – specific to Sales Jobs)	CO4, CO5	Exercise
Week 8	Sales Training – Need & Types, Sales Force Compensation Structure & Motivation Tools, Sales Contests Sales Force Supervision	CO5	Lecture, Video, & Case Discussion
Week 9	Sales Expenses, Sales Performance Evaluation, Sales Reports, Sales Budgets, Sales Audits, Ethics in Sales	CO5	Lecture, Video, & Case Discussion
Week 10	Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, functions of channel partners, channel flows	CO6	Lecture, Video, & Case Discussion
Week 11	Mid sem exam	NA	NA
Week 12	Channel Intensity, classification of distribution channels, types of	CO6	Lecture, Video, & Case Discussion

		channel intermediaries, designing distribution channel strategy		
	Week 13	factors affecting the design of marketing channels, Factors affecting selection of channel partners	CO6	Lecture, Video, & Case Discussion
	Week 14	Market logistics and supply chain management Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation	CO6	Lecture, Video, & Case Discussion
	Week 15	technology in logistics and SCM, channel information systems, distribution management in international markets	CO6	Lecture, Video, & Case Discussion