

Branch Name:	MANAGEMENT(Marketing Management)
Program Code:	MS301
Course Name:	Sales and Distribution Management
Course Code:	2MS3010753T
Pre-requisite Course:	Basics of Marketing Management

Course Objectives:

- 1) To understand the roles and responsibilities of sales function
- 2) To manage the channel efficiency and effectiveness
- 3) To manage and enhance the sales force productivity and performance.
- 4) To plan and implement an effective sales strategy for their organizations

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies. Case study	10	20%
2	Selling process, relationship selling, Designing Sales Territories, sales quotas, Case study	10	20%
3	Introduction need and scope of distribution management, Distribution Resource Planning. Marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling, designing channel systems, channel management	10	20%
4	Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, Rail, Road and Air transport, Functions, Advantages and Disadvantages, distribution management in international markets	10	20%
5	Channel Information Systems, Elements of channel information systems, channel performance evaluation, channel implementation	08	20%

Text Books:

Sr. No.	Books
1	Sales & Distribution Management by Krishna K. Havaladar, Vasant M. Cavale, Tata McGraw Hill .

Reference Books:

Sr. No.	Books
1	Sales Management : Decisions, Strategies & Cases by Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson
2	Sales & Distribution Management by Tapan Panda and Sunil Sahadev. Oxford
3	Sales and Distribution Management by S. L. Gupta, Excel Books
4	Sales Force Management by Mark W Johnston, Greg W Marshall, Mc Graw Hill

List of Open Source Software/learning website:

1. “Management Concepts and Applications/Management” available on https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
2. www.swayam.gov.in

LAB/Practical

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager’s role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom’s Taxonomy Level
CLO1	Understanding of the various roles, responsibilities and policies of sales function	2 Understanding
CLO2	Ability to design and implement various channel strategies	1 Remembering, 2 Understanding, 3 Apply
CLO3	Overview the issues of power and conflict in the organization	5 Evaluate
CLO4	Understanding to manage, motivate and lead sales force	2 Understanding, 3 Applying,
CLO5	Framing policies and plan for sales organization and channels	3 Apply, 4, 5 Evaluate, Analyze
CLO6	Create or prepared sales territory and distribution map	6 Creating

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	H							M	M
CLO2				H		M	M			
CLO3		H	H		H					
CLO4		H						H		
CLO5	H	H		M				H	M	
CLO6	H				H					H

H: High, M: Medium, L: Low
