

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: Marketing Management

Subject Name: Sales & Distribution Management (SDM)

Subject Code: 2830103

1. Course Objective:

The objective of this course is 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 and need for higher level of customer orientation have made sales and distribution management extremely important. This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

3. Course Contents:

Module No.	Modules / Sub-Modules	Sessions	70 Marks (External Evaluation)
I	Introduction to Sales & Distribution Management: Nature and scope of salesmanagement, personal selling objectives,Types of sales management positions, Theories of personal selling, personal selling strategies, case analysis.	7	17
II	Personal Selling Process, Sales Territories & Quotas: Selling process, relationship selling,Designing Sales Territories, sales quotas, case Analysis	7	17
IV	Distribution Management: Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, institutions for channels-retailing wholesaling, designing channel systems, channel management, case analysis.	7	18

V	Market logistics and supply chain management: Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, distribution management in international markets, Case analysis.	7	18
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V	<p>Practical and Training sessions can include any combination of the following topics</p> <p>What to do to increase business with distribution partner? How to sale and how to forecast Sales How to take Budgeting Decisions How to Employing the right people and developing a team How to Developed sales strategies How to Use technology to improve sales How to Set Goals together Trainings for distributor's sales and technical support Monthly newsletters to the distributors with product and other news Quarterly supply of updated sales and technical presentations Provision of samples, demo and evaluation units. Regular "value-added" meetings Sales activities Define target customers' groups in specific industry sectors Pro-active search for key players in defined verticals etc</p>	8	Internal Evaluation (20 Marks of CEC)
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4. Teaching Methods:

The course will use the following pedagogical tools:

- Discussion on concepts and issues on Sales & Distribution Management.
- Case discussion covering a cross section of Sales & Distribution Management.
- Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50%) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30%) (Internal Assessment)
C	End-Semester Examination (Min. 30% Theory and Mon. 70% Practical)	Weightage (70%) (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
T1	Krishna K. Havaldar, Vasant M. Cavale	Sales & Distribution Management	Tata McGraw Hill	Latest Edition
T2	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni	Sales Management : Decisions, Strategies & Cases	Pearson	Latest Edition
T3	Johnson F.M., Kurtz D.L., Scheuing E.E.	Sales Management: Concepts, Practice, and Cases	Tata McGraw-Hill	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	Dr. S. L. Gupta	Sales & Distribution Management	Excel Books.	Latest Edition
R2	Panda Tapan K., Sahadev Sunil	Sales & Distribution Management	Oxford	Latest Edition
R3	David Jobber, Geoffrey Lancaster	Sales & Distribution Management	Pearson	Latest Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

Professional selling, Journal of Personal Selling & Sales Mgmt., Journal of Marketing Channels, Journal of Supply Chain Mgmt., International Journal of Retail and Distribution Mgmt. etc.

9. Session Plan:

Session Nos.	Topics to be covered
1-2	Introduction to Sales & Distribution Management, Nature and scope of sales management, personal selling objectives, Types of sales management positions.
3-5	Theories of personal selling, personal selling strategies Sales forecasting and budgeting decisions, emerging trends in selling, ethical leadership.

6-9	Personal Selling Process-prospecting, sales presentation, objectionhandling, closing the sale and post sales activities
10-13	Relationship selling, Designing Sales Territories, Sales QuotasSales organization structures.
14-17	Distribution Management, Introduction, Need and Scope of distributionManagement, Marketing Channels strategy, levels of channelsInstitutions for channels- Retailing and Wholesaling
18-20	Designing channel systems, Channel Management and control ,Definition & scope of logistics, Components of logistics
21-26	Inventory & Warehouse Management, Transportation, ChannelInformation Systems
26-28	Distribution management in international markets.
29-36	<p>Practical and Training sessions can include any combination of the following topics</p> <p>What to do to increase business with distribution partner? How to sale and how to forecast Sales How to take Budgeting Decisions How to Employing the right people and developing a team How to Developed sales strategies How to Use technology to improve sales How to Set Goals together Trainings for distributor’s sales and technical support Monthly newsletters to the distributors with product and other news Quarterly supply of updated sales and technical presentations Provision of samples, demo and evaluation units. Regular “value-added” meetings Sales activities Define target customers’ groups in specific industry sectors Pro-active search for key players in defined verticals etc</p>