

Name of the Programme: MBA

Course Code: MGA-606

Title of the course: Sales and Distribution Management

Number of credits: 2

Effective from: 2022-23

Prerequisites for the course:	NIL	
Objective:	To enable the participant to develop the ability to handle channel sales and make distribution sales decisions.	
Content:	<p>Unit I: Introduction Sales Management Objectives, Sales Executives as Coordinators, Personal selling, Buyer-Seller Dyads, Theories of Selling: AIDAS Theory, Right set of circumstances Theory, Buying Formula Theory, and Behavioural Equation Theory, Types of Personal-Selling Objectives, Market and Sales Potential, Sales-related Marketing Policies, Personal-Selling Strategy, Impact of Industry and Size of the firm on the distribution network.</p> <p>Unit II: Sales Force Organization Effective Sales Executives, Sales Organizational Structures, Sales Personnel – Staffing, Training, Motivation, Compensation, Evaluation and Control of the Sales Force, Sales Forecasting Methods, Sales Budget and Targets, Sales Territory Management, Setting Quotas, Sales Control and Cost Management.</p> <p>Unit III: Channel Management Systems Customer-Oriented Marketing Channel, Functions of Channel Partners, Selecting Channel Partners, Channel intensity, Managing Channel Partners, Supply Chain and Logistics, Channel Relationships Management, Managing the Channel Conflict, Channels Information System, Evaluation of Channel Performance, Differences between consumer sales management and institutional sales management, Role of E-commerce in distribution sales.</p>	<p>5 hours</p> <p>10 hours</p> <p>15hours</p>
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Richard Still, Edward Cundiff, Norman Govoni and Sandeep Puri; Sales and Distribution Management: Decisions, Strategies & Cases; Pearson; 2017 or Latest Edition.2. K Krishna Havaladar and M V Cavale; Sales and Distribution Management: Text and Cases; Tata McGraw Hill; 2017 or Latest Edition.3. David Jobber, Geoffrey Lancaster; Selling and Sales Management; Pearson; 2018 or Latest Edition.4. William Cron and Thomas DeCarlo; Sales Management: Concepts and Cases; Wiley; 2010 or Latest Edition5. Tapan Panda, Sunil Sahadev; Sales and Distribution Management; Oxford University Press; 2019 or Latest Edition	
Course Outcomes:	At the end of the course, the participants shall be able to: <ul style="list-style-type: none">• Design a personal selling process and demonstrate a sales pitch.	