

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: IV
Syllabus with effect from : NOVEMBER 2012

Paper Code: UB04ECOM05	Total Credit: 3
Title Of Paper: Sales and Distribution Management	

Unit	Description in detail	Weighting (%)
1	The Sales Management Introduction to sales management and sales organization, Sales function, Personal selling, nature, scope & objectives- Difference between Personal Selling And Advertising	25 %
2	Planning the Sales Effort Sales planning and Budgeting-Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis	25 %
3	Organizing and Directing the Sales Force Recruiting and training sales personnel-Designing & compensating sales Personnel, Motivating and Leading the sales force-Evaluating sales force performance.	25 %
4	Distribution Management Managing marketing logistics & channels, Channel Integration, Channel Management, importance of Distribution Management, selection of Distribution of channel [Vertical & Horizontal]	25 %

Basic Text & Reference Books

- Building a Winning Sales Team – Gini Graham & Scott
- Sales Management handbook – Forsyth Patrick
- Professional Sales Management – Anderson, Hair and Bush
- Motivation and Job Satisfaction – M.D. Pestonjee
- Sales Management – Richard R Still Edward W. Cundiff
- Sales Management – Thomas
- International Marketing – Robert Reed

