



**M.B.A. Semester III**  
**MARKETING SPECIALISATION**

**PM03EMBA25: SALES AND DISTRIBUTION MANAGEMENT**

<b>Course Code</b>	<b>PM03EMBA25</b>	<b>Title of the Course</b>	<b>Sales and Distribution Management</b>
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none"><li>• To realize the importance of the Sales &amp; Distribution function and examine its role as an integral part of the marketing function.</li><li>• To learn selling situations, complete selling process, communication and negotiation styles.</li><li>• To learn to manage sales force to achieve sales targets.</li><li>• To understand the integration and sales and distribution functions with analyzing the effectiveness of various marketing channels.</li><li>• To differentiate Logistics and supply chain management and understand the technology and the role of IT in managing supply chain</li></ul>
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<b>Course Content – 30 sessions</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
1.	Introduction to Sales & Distribution Management: Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies, sales forecasting and budgeting decisions, emerging trends in selling	25
2.	Personal Selling Process, Sales Territories & Quotas, relationship selling, Designing Sales Territories, sales quotas and sales organization structures, Sales Force Management: Recruitment and selection of sales force, Training, motivating and compensating the sales force, controlling the sales force	25
3.	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	25



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4.	Market logistics and supply chain management: Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems mgmt., Business Analytics in supply chain/ Distribution	25
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Teaching-Learning Methodology	Lectures, Case Discussions, Presentations, Assignments, Roleplays
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	Mid Semester Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End Semester Examination	40%

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
1.	Analyze various buying situations in terms of consumer and business buying situations and design strategies to influence them.
2.	Confidently sell products and services and increase sales volumes, market share or profit of the organization
3.	Manage and control the sales force to improve the sales team's performance
4.	Design channel systems and policies, analyze, motivate and control channel partners
5.	Analyze complete supply chain and suggest strategies for effective distribution of products and services
6.	Enhance skills capability.



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**Suggested References:**

<b>Sr. No.</b>	<b>References</b>
1.	Krishna K. Havaldar, Vasant M. Cavale; Sales & Distribution Management; The McGraw-Hill
2.	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Sales Management Decisions, Strategies & Cases, Pearson Education
3.	Panda TapanK., Sahadev Sunil, Sales and Distribution Management, Oxford University Press
4.	Anne T. Coughlan, Erin Anderson, Louis W. Stern, Adel I El Ansary, R. C. Natarajan, Marketing Channels, Pearson Education

**On-line Resources**

<https://nptel.ac.in/courses/110/105/110105122/>,  
[https://onlinecourses.nptel.ac.in/noc20\\_mg13/preview](https://onlinecourses.nptel.ac.in/noc20_mg13/preview)

<https://www.coursera.org/specializations/sales-management-bridging-gap-strategy-sales>,  
<https://www.classcentral.com/course/swayam-sales-and-distribution-management-12987>,  
[https://onlinecourses.nptel.ac.in/noc20\\_mg13/preview](https://onlinecourses.nptel.ac.in/noc20_mg13/preview)