

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: Marketing Management

Subject Name: Sales and Distribution Management (SDM)

Subject Code: 3539213

1. Learning Outcome:

- Understand the importance of Sales & Distribution functions as integral part of marketing function in a business firm.
- Develop insights regarding strategic competitive advantage. through Sales and Distribution function
- Develop understanding of the various aspects encompassing sales management, logistics and distribution management.

2. Course Duration: The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Introduction to Sales Management Nature and Importance of sales management, Role of a Sales Manager, Types of sales management positions, theories of personal selling, personal selling objectives, sales forecasting methods, Sales Related Marketing Policies Organizing & Driving Sales Efforts Personal Selling Process, Kind and Size of the Sales Force, Sales Organization Structures, Sales Territories & Quotas, Sales Budgets, Sales Promotions, Sales Technology	9	18
II	Sales Force Management Sales Job Analysis, Recruitment & Selection (Briefly – specific to Sales Jobs), Sales Training – Need & Types, Sales Force Compensation Structure & Motivation Tools, Sales Contests Sales Force Supervision: Sales Expenses, Sales Performance Evaluation, Sales Reports, Sales Audits, Ethics in Sales	9	18
III	Distribution Management Introduction, need and scope of distribution management, marketing channels strategy, levels of channels, functions of channel partners, evolution & possible channel formats. Designing channel systems Channel Intensity, Selecting Channel Partners	9	17

	Channel Management Channel Policies, Power Bases in managing channel partners, conflict management Channel Institutions - retailing &wholesaling.		
IV	Market logistics and supply chain management Definition & scope of logistics, Components of logistics, inventory &warehouse management, transportation, technology in logistics and SCM, channel information systems, distribution management in international markets.	9	17
V	Practical: <ul style="list-style-type: none"> • Interview sales people from various industries/sectors and understand personal selling process practically. • Visit wholesalers and understand their territorial plans • Visit different retail stores and analyze point of sale displays. • Visit various supermarkets and compare them on the basis of assortments and services. • Understand process of personal selling of multilevel marketing channels and medical representatives. • Understand supply chain of various e commerce companies. • Understand in detail unique distribution projects like ITC E-Choupal, Mumbai Dabbawala, HUL project Shakti etc. • Omni-channel Strategy & Insights (OSI). 		(30 Marks CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations
- Experts from industry in sales and distribution management can be invited frequently to share practical knowledge.

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Krishna K. Havaladar, Vasant M. Cavale	Sales & Distribution Management	McGraw Hill	Latest Edition
2	Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni Sandeep Puri	Sales and Distribution Management : Decisions, Strategies & Cases	Pearson	Latest Edition
3	Ramendra Singh	Sales and Distribution Management – A Practic-Based Approach	Vikas Publishing House Pvt. Ltd	Latest Edition
4	Dr. S. L. Gupta	Sales & Distribution Management	Excel Books	Latest Edition
5	Panda Tapan K., Sahadev Sunil	Sales & Distribution Management	Oxford	Latest Edition
6	David Jobber, Geoffrey Lancaster	Sales & Distribution Management	Pearson	Latest Edition
7	Johnson F.M., Kurtz D.L., Scheuing E.E.	Sales Management: Concepts, Practice, and Cases	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. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Professional selling
2. Journal of Personal Selling & Sales Management
3. Journal of Marketing Channels
4. Journal of Supply Chain Management
5. International Journal of Retail and Distribution Management