

SALES AND DISTRIBUTION MANAGEMENT (SDM)

Credit: 3

Course Objective:

- To enrich students with the dynamics of sales & its strategy for accomplish organizational goal.
- To teach various functions of distribution, service outputs to be delivered by marketing channel for mass coverage and in international market.

Module-I : Sales Management;

Objectives and Functions, Setting up a sales organization, Selling process, Management of Sales force, Recruitment & Selection, Training, sales force motivation, Compensating Sales Force, Sale forecasting, Territory design and Management, Evaluation of sales force, Sales Budget, Sales Quota, concept of Sales analytics .

Module - II : Distribution Management:

Designing customer oriented marketing channel, own sales channel vs intermediary, Managing channel member behavior, Channel Conflict, Co-operation & competition. Omni Channel. Distribution analysis- Depth and width of distribution, Per Dealer Stocking, Percentage Dealer Stocking, Per Dealer Off take, Stock Turnover Ratio, Weighted Distribution. Vertical marketing system, Horizontal Marketing system,

Module - III : Logistics management:

Objectives of logistics, Logistics planning, Inventory management decisions, Transportation decisions, Supply chain Management in Online Marketing and Retailing.

Learning Resources :

1. Sales and Distribution Management, Krishna K. Havaldar, V.M. Cavale, TataMcGraw
2. Sales and Distribution Management – Bhatt K S -Himalay
3. Fundamentals of Sales Management, Ramneek Kapoor, Macmillan
4. Sales and Distribution Management, Dr.S.L.Gupta, ExcelBooks
5. Sales Management, Tanner, Honeycutt and Erffmeyer, Pearson