

**Name of the Subject:** SALES AND DISTRIBUTION MANAGEMENT  
**Course Code and Subject Code:** MS 312, SDM  
**Course Credit:** FULL (50 SESSIONS OF 60 MINUTES EACH)

**Course Description**

This course is meant to make students understand fundamentals of Sales Management and Distribution Management. Since many students with Marketing Specialization start their career in sales, business development, retailers, wholesalers and distributors handling, it is essential to study basics of personal selling, sales management, distribution dynamics, various channels of distribution etc. Through this course, students will be equipped with basic skills required in sales and distribution management.

**Evaluation pattern:**

Class Participation and Attendance	10%
Quizzes and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

**Pedagogy:**

- Lectures
- Field Project
- Case Study
- Assignment

Session	Course Content	Percentile weightage
1-16	<ul style="list-style-type: none"> <li>• Introduction to Sales Management, The Selling process</li> <li>• Managing Sales Information, Sales Organization, Managing of sales territory, Management of Sales Quota</li> </ul>	25%
17-26	<ul style="list-style-type: none"> <li>• Recruitment and Selection of Sales force, Training the sales force,</li> </ul>	25%

	Sales force motivation, Sales force compensation, Evaluating and controlling sales force	
27-38	<ul style="list-style-type: none"> <li>Distribution Channel Management, Evolution of Marketing Channels, Retailing, wholesaling, Measuring Wholesale Performance, Franchising</li> </ul>	25%
39-50	<ul style="list-style-type: none"> <li>Channel Design and Planning Process, Channel Management, Channel Information System, Logistics and SCM, IT and Logistics &amp; SCM, Performance Measures</li> </ul>	25%

**Text Book:**

1. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press
2. Sales & Distribution Management – Text & Cases (2<sup>nd</sup> Edition), Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw-Hill

**Reference Books:**

1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition
3. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
4. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition
5. Sales Force Management, Mark W. Johnston, Greg W. Marshall, Tata McGraw-Hill, Latest Edition

6. Sales Management, William L. Cron, Thomas E. DeCarlo, Wiley, Latest Edition
7. Sales & Distribution Management, Dr. S. L. Gupta, Excel, Latest Edition