

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
Post Graduate Diploma in Management (PGDM)
SALES & DISTRIBUTION MANAGEMENT (MK608)
CREDIT: Full (three credits)
SESSION DURATION: 90 Minutes

TERM: IV
YEAR: 2016-2018

Name of the Faculty : Prof. Rahul Gupta Choudhury
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Office hours : 9:30 am – 5:30 pm

Course Objective:

LO1: To expose the participants to the function of Sales & Distribution Management in any product centric business, across product categories.

LO2: To develop a hands-on in-depth understanding of both the functions.

LO3: To understand the relationship between the trade and the organization and the strategic role of the distribution function in the Marketing Mix.

LO4: Develop the skills to be able to conceptualize, develop and manage a Sales & Distribution network.

Pedagogy:

The approach will be hands-on, through experiential learning involving active field work in the market place. Besides conceptual learning which will involve case discussions, lectures, role plays and written assignments. Surprise quizzes will be a special feature. ***Prior reading and preparation of the assigned readings/cases will be a pre requisite.*** Field project will constitute an important element of the learning pedagogy.

<u>Evaluation:</u>	Class discussions /written submissions	20%
	Quizzes (n-1)	20%
	Term Assignment	20%
	End term exam	40%

• **Books:**

- **Sales & Distribution Management-Text & Cases, Havaldar & Cavale, (Tata McGraw Hill), Latest ed.**
- Sales Management- Decisions, Strategies & Cases: Cundiff, Still & Govoni (Prentice Hall)
- Marketing Channels: Coughlan, Anderson, Stern ,El Ansary & Natarajan (Prentice Hall/ Pearson) .
- Sales & Distribution Management, Panda & Sahadev, Oxford University Press
- Selling Today: creating customer value, Pearson
- Sales & Distribution Management: an Indian perspective, Pingali Venugopal, Response Books,
- Dalrymple's Sales Management: William Cron & Thomas DeCarlo, Wiley

• Session Plan

<u>Session</u>	<u>Topics</u>	<u>Readings & Cases</u>
1	<ul style="list-style-type: none"> • Overview of Sales & Distribution (LO1) • Distribution & marketing mix • Why channels • Channels for FMCG, Industrial products & services 	<p>R: Planning The Distribution Function in an Organization</p> <p>R: Customer-driven distribution systems</p> <p>R: Chapter – 8</p>
2-4	<ul style="list-style-type: none"> • The participants in the channel process & the environmental impact (LO2, LO3) • Types of intermediaries & their role • Functions intermediaries perform • Impact of competition on channels • Legal issues impacting distribution 	<p>R: Six steps to Distribution Network Design</p> <p>R: Chapter - 9-11</p>
5-6	<ul style="list-style-type: none"> • Behavioral implications in channel management (LO3, LO4) • Quest for Power in the channel system • Role of communication • Conflict in channels • Channel Power & conflict resolution 	<p>R: A New Approach to Distribution Conflict Management</p> <p>C: Gem Soaps (session 5)</p>
7-9	<ul style="list-style-type: none"> • Developing Distribution Strategy & channel network (LO2, LO3, LO4) • Interpreting channel behavior • Identifying distribution needs • Evolving channel structure & design • Evaluating channel alternatives • Channel selection • Developing the channel 	<p>C: Maxwell Corporation (Session 7)</p> <p>R: Chapter - 12</p>
10	<ul style="list-style-type: none"> • Managing Channels (LO2, LO3) • Product & Debtor control thru channels • Motivating the channel • Promoting through channels • Channel Compensation 	<p>R: Chapter - 13-14</p> <p>C: Morgan & Boss Home assignment (sub in # 15)</p>
11	<ul style="list-style-type: none"> • Physical distribution & logistics LO3, LO4) • Elements of logistics • Developing & Managing the supply chain distribution/logistics • Inventory planning & management 	<p>R: Chapter 15</p> <p>R: What is the Right Supply Chain for Your Product.</p>
12-14	<ul style="list-style-type: none"> • Personal Selling (LO2, LO3, LO4) • Pre & post selling activities 	<p>C: Do I really have to worry (Session 12)</p> <p>R: Chapter 1-3</p>

15-17	<ul style="list-style-type: none"> • Opening & Closing a sale • Handling objections • Sales Negotiations • Managing the sales organization (LO2, LO3) • The sales organization • Primary & secondary structure • Managing Sales Force • Recruiting, training & motivating • Sales force Compensation 	<p>R: Chapter 5 - 6 R: Humanize Your Selling Strategy. C: Electric Products Co (sess 15)</p>
18	<ul style="list-style-type: none"> • Territory Management (LO3, LO4) • Determining territories & Load plan • Coverage planning: extensive / intensive • Developing new markets 	<p>R: Sales Force Work Load and Territory Analysis R: Chapter - 4</p>
19	<ul style="list-style-type: none"> • Controlling the sales effort (LO2, LO3) • Setting targets & budgets • Reporting & analysis • Sales meetings/reviews 	<p>R: Chapter - 7</p>
20	<ul style="list-style-type: none"> • Review & closure (LO2, LO3, LO4) • Term Project VIVA 	<p>Schedule for Viva will be notified.</p>

Prefix C...refers to Case Study & prefix R...refers to assigned reading for the class.

Readings assigned for each session could be the subject of class discussion or a quiz. Students are thus advised to read the same prior to coming to class.

