

**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**Post Graduate Diploma in Management (PGDM)**  
**SALES & DISTRIBUTION MANAGEMENT (MK608)**  
**CREDIT: Full (three credits)**  
**SESSION DURATION: 60 Minutes**

**TERM: IV**  
**YEAR: 2017-2019**

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

**Learning Outcomes:**

**LO1:** To expose the participants to the function of Sales & Distribution Management across product and service 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 given. ***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.

<b><u>Evaluation:</u></b>	Class discussions /written submissions/quizzes	20%
	Mid - term exam	20%
	Term Assignment	20%
	End term exam	40%

• **Books:**

- **Sales & Distribution Management-Text & Cases, Havaladar & 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
- Sales & Distribution Management: an Indian perspective, Pingali Venugopal, Response Books.

**Session Plan**

<b><u>Session</u></b>	<b><u>Topics (Learning Outcomes)</u></b>	<b><u>Readings &amp; Cases</u></b>
<b>1-3</b>	<b>Personal Selling (LO1, LO2)</b> <ul style="list-style-type: none"> <li>• Pre &amp; post selling activities</li> <li>• Opening &amp; Closing a sale</li> <li>• Handling objections</li> <li>• Sales Negotiations</li> </ul>	<b>C: Atlassian: Sales</b> <b>R: Chapter 1-3</b>
<b>4-6</b>	<b>Territory Management (LO1, LO2, LO3)</b> <ul style="list-style-type: none"> <li>• Determining territories &amp; Load plan</li> <li>• Coverage planning: extensive / intensive</li> <li>• Developing new markets</li> </ul>	<b>R: Chapter - 4</b>
<b>7-9</b>	<b>Managing the sales organization (LO2, LO3)</b> <ul style="list-style-type: none"> <li>• The sales organization</li> <li>• Primary &amp; secondary structure</li> <li>• Managing Sales Force</li> <li>• Recruiting, training &amp; motivating</li> <li>• Sales force Compensation</li> </ul>	<b>R: Chapter 5 - 6</b> <b>C: BMW of North America</b>
<b>10-12</b>	<b>Controlling the sales effort (LO2, LO3)</b> <ul style="list-style-type: none"> <li>• Setting targets &amp; budgets</li> <li>• Reporting &amp; analysis</li> <li>• Sales meetings/reviews</li> </ul>	<b>R: Chapter - 7</b>
<b>13-15</b>	<b>Overview of Sales &amp; Distribution (LO3, LO4)</b> <ul style="list-style-type: none"> <li>• Distribution &amp; marketing mix</li> <li>• Why channels</li> <li>• Channels for FMCG, Industrial products &amp; services</li> </ul>	<b>R: Chapter 7 – 8</b>
<b>16-18</b>	<b>The participants in the channel process &amp; the environmental impact (LO3, LO4)</b> <ul style="list-style-type: none"> <li>• Types of intermediaries &amp; their role</li> <li>• Functions intermediaries perform</li> <li>• Impact of competition on channels</li> <li>• Legal issues impacting distribution</li> </ul>	<b>R: Chapter 9-11</b>
<b>19-21</b>	<b>Behavioral implications in channel management (LO1, LO3, LO4)</b> <ul style="list-style-type: none"> <li>• Quest for Power in the channel system</li> <li>• Role of communication</li> <li>• Conflict in channels</li> </ul>	<b>R: Chapter 9-11</b> <b>C: Lay's Potato Chips in Hungary</b>

22-24	<ul style="list-style-type: none"> <li>Channel Power &amp; conflict resolution</li> </ul> <b>Developing Distribution Strategy &amp; channel network (LO2, LO3)</b> <ul style="list-style-type: none"> <li>Interpreting channel behavior</li> <li>Identifying distribution needs</li> <li>Evolving channel structure &amp; design</li> <li>Evaluating channel alternatives</li> <li>Channel selection</li> <li>Developing the channel</li> </ul>	<b>C: GE Healthcare India</b> <b>R: Chapter - 12</b>  <b>R: Chapter - 13-14</b> <b>C: Sewells Group.</b>  <b>R: Chapter 15</b>
25-26	<b>Managing Channels (LO2, LO3, LO4)</b> <ul style="list-style-type: none"> <li>Product &amp; Debtor control thru channels</li> <li>Motivating the channel</li> <li>Promoting through channels</li> <li>Channel Compensation</li> </ul>	
27-28	<b>Physical distribution &amp; logistics (LO2, LO3)</b> <ul style="list-style-type: none"> <li>Elements of logistics</li> <li>Developing &amp; Managing the supply chain distribution/logistics</li> <li>Inventory planning &amp; management</li> </ul>	
29-30	<b>Term Project VIVA / Presentations</b>	

**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.**