



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

TERM: IV
YEAR: 2019-2021

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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.

<u>Evaluation:</u>	Class discussions /written submissions/quizzes	20% (LO1, LO4)
	Mid - term exam	20% (LO1, LO2)
	Term Assignment	20% (LO2, LO3)
	End term exam	40% (LO4)

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

Session Plan

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

19-21	<ul style="list-style-type: none"> • Functions intermediaries perform • Impact of competition on channels • Legal issues impacting distribution <p>Behavioral implications in channel management (LO1, LO3, LO4)</p> <ul style="list-style-type: none"> • Quest for Power in the channel system • Role of communication • Conflict in channels • Channel Power & conflict resolution 	<p>R: Chapter 9-11 C: Lay's Potato Chips in Hungary</p>
22-24	<p>Developing Distribution Strategy & channel network (LO2, LO3)</p> <ul style="list-style-type: none"> • Interpreting channel behavior • Identifying distribution needs • Evolving channel structure & design • Evaluating channel alternatives • Channel selection • Developing the channel 	<p>C: GE Healthcare India R: Chapter - 12</p>
25-26	<p>Managing Channels (LO2, LO3, LO4)</p> <ul style="list-style-type: none"> • Product & Debtor control thru channels • Motivating the channel • Promoting through channels • Channel Compensation 	<p>R: Chapter - 13-14 C: Sewells Group.</p>
27-28	<p>Physical distribution & logistics (LO2, LO3)</p> <ul style="list-style-type: none"> • Elements of logistics • Developing & Managing the supply chain distribution/logistics • Inventory planning & management 	<p>R: Chapter 15</p>
29-30	<p>Term Project VIVA / Presentations</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.