



INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR

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

TERM: IV
AY: 2021-2022
YEAR: 2020-2022

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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)
	Case-Study	20% (LO1, LO2)
	Term Assignment	20% (LO2, LO3)
	End term exam	40% (LO4)

• **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

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

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

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.