

**DR MPS GROUP OF INSTITUTIONS
COLLEGE OF BUSINESS STUDIES, AGRA**

INSTRUCTIONAL PLAN (MODIFICATION PROPOSED – SUBJECT TO STUDENTS PARTICIPATION AND INTERACTION)

Faculty : Ajay Raj Singh

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

LAST SESSION TOOK 43 LECTURE TO COMPLETE THE SYLLABUS.

Third Semester: _August, 2019

Course No. _RMBMK01 ___ Course Title: __Sales and Distribution Management

Textbook: (Book Bank – Given to Student)

1. Havaldar, K.K., and Cavale, V.M.; Sales and Distribution Management; McGraw-Hill Education)

Other specific books:(Reference)

1. Still, R.R., Cundiff, E.W. and Govani, N.A.P.; Sales Management; Pearson Education
2. Coughlan, A. T., Anderson, E., Stern, L. W. and El-Ansary, A. I.; Marketing Channels; Pearson Education
3. Panda, T.K., and Sahdev, S.; Sales and Distribution Management; Oxford University Press
4. Futrell, C.M.; Sales Management; Cengage Learning
5. Rosenbloom, B.; Marketing Channels; Cengage Learning

Lecture No. Each Lecture of min. 45 minutes duration	Topic	Chapters/ Sections of Textbook/ other reference ¹	Assignment/ Task to be assigned to students		Pedagogical aid Demonstration/ case study/ images/ animations etc.
			DOA	DOS	
1	Unit 1 Introduction to Sales Role of selling in marketing				
2	Personal selling, Salesmanship and sales manager				
3	Types of sales personnel				
4	Characteristics of a successful salesman				
5	Theories of selling				
6	Theories of selling				
7	Process of effective selling				
8	Revision/Test				Case Study
9	Unit-2 Building Sales Organization				
10	Types of sales organizations and their structure				
11	Types of sales organizations and				

	their structure				
12	Functions and responsibilities of sales person				
13	filling sales positions				
14	Recruitment, Selection, Training and Development.				
15	Recruitment, Selection, Training and Development.				
16	Revision/Test				Case Study
17 Unit-3	Leading Sales Organization Sales force motivation				
18	Sales force compensation				
19	Designing incentives and contests				
20	Sales forecasting, Sales budget				
21	Sales quota, Sales territory				
22	Building sales reporting mechanism and monitoring				
23	Sales force productivity, Sales force appraisal				
24	Revision/Test				Case Study
25 Unit-4	Channel Planning Marketing channels				
26	Structure and functions				
27	Marketing channel design				
28	Service output, Supply side channel analysis				
29	Channel flow and efficiency analysis, Channel structure and intensity analysis				
30	Forward and reverse logistics				
31	Gap analysis				
32 Unit-5	Managing the Marketing Channels				
33	Channel incentives and margins				
34	Channel power, Managing channel conflict, Motivating channel members				
35	Channel coordination, Strategic alliances,				
36	Vertical integration,				
37	Overview of retailing, Wholesaling and franchising				
38	Overview of retailing, Wholesaling and franchising				
39	Revision/Test				Case Study
40	Revision				
41	Revision				
42	Revision				
43	Revision				

Scheme for Class Assessment: (out of 30):

Component	Frequency	Marks out of 30
Attendance	Continuous	5
Case Study, Assignments		5
Term paper	Three	20

P.S.:

No class notes or handouts will be given, as all the classes will be based on analytical interaction. Students are expected to come prepared in class with their own understanding and notes written by themselves based on suggested chapter readings.