

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPARTMENT/CENTRE: Department of Management Studies

1. **Subject Code:** BMN-674 **Course Title:** Sales and Distribution Management
2. **Contact Hours:** **L:** 3 **T:** 0 **P:** 0
3. **Examination Duration (Hrs.):** **Theory:** 2 **Practical:** 0
4. **Relative Weightage:** **CWS:** 50 **PRS:** 0 **MTE:** 0 **ETE:** 50 **PRE:** 0
5. **Credits:** 1.5 **6. Term:** IV/V/VI/VII
7. **Pre-requisite:** Nil **8. Subject Area:** PEC
9. **Objective:** To impart knowledge of sales and distribution channel management in coherence with complete supply chain management system.

10. Details of the Course

S.No.	Contents	Contact hours
1.	Introduction: Meaning, Evolution, Objectives and Scope of Sales Management, Types and Role of Sales Managers, Emerging Trends in Sales Management	2
2.	Personal Selling, Sales Management and Salesmanship: Buyer-Seller Dyads, Theories of Selling, Phases in the Selling Process	3
3.	Personal Selling Objectives: Types of Personal Selling Objectives, Analyzing Market Potential, Sales Forecasting Methods	2
4.	Sales Related Marketing Policies and Strategy Formulation: Product, Distribution and Price Related Marketing Policies, Formulating a Personal Selling Strategy	2
5.	Sales Organization: Purpose, Types of Sales Organizations Structure, Setting up a Sales Organization, Interdepartmental Coordination	3
6.	Sales Force Management: Recruitment and Selection, Training, Motivation and Compensation	3
7.	Controlling Sales Effort: Evaluation and Control, Targets and Sales Management, Territory Management	2
8.	Channel Management: Channel functions, Managing Channel Partners, Conflict Management, Logistics and Supply Chain Management	4
Total		21