

<p style="text-align: center;"><b>School of Business, Public Policy and Social Entrepreneurship</b> <b>Ambedkar University, Delhi</b></p>
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**Course Code: SBP2MB616 Title:** Sales & Distribution Management

**Type of Course:** Elective

**Cohort for which it is compulsory:** NA

**Cohort for which it is Core:** MBA

**No of Credits:** 2

**Attendance:** 80% attendance is mandatory

**Semester and Year Offered:** Semester 3 July to Sep - 2018

**Course Coordinator and Team:** Kartik Dave

**Email of course coordinator:** kartik@aud.ac.in

**Pre-requisites:** Marketing management

**Objective:** This course highlights the importance of sales and distribution function and its management. It deals with channel designing, distribution management, managing channel conflict, sales management, sales force planning and management of sales personnel.

**Brief description of modules/ Main modules:**

Unit 1: Understanding Channel Intermediaries

Unit 2: Managing Marketing Channels

Unit 3: Measuring - Marketing Channel Performance

Unit 4: Physical distribution

Unit 5: Introduction to Sales Management

Unit 6: Sales force Design

Unit 7: Sales Force Management

Unit 8: Sales Administration

**Assessment Details with weights:**

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|------------------------------|------------------------------|
| 1. Case Analysis/Assignments | 30% (throughout trimester)   |
| 2. Mid semester              | 20% (4/5 <sup>th</sup> Week) |
| 3. End semester              | 30% (8 <sup>th</sup> Week)   |
| 4. Group Project             | 20% (throughout trimester)   |

**Reading List**

- i. De Vincentis, J., & Rackham, N. (1999). Rethinking the sales force. *McGraw-Hill, New York*.
- ii. Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker Jr, C. H., & Williams, M. R. (2012). *Sales management: Analysis and decision making*. ME Sharpe.

- iii. Panda, T. K., & Sahadev, S. (2012). *Sales and distribution management*. Oxford University Press.
- iv. Still, R.R., Cundiff, E.W. and Govoni, N. (2009). *Sales Management: Decision Strategy and Cases*, 5th Edition, Pearson.