

**SEMESTER IV
MARKETING MANAGEMENT
SALES MANAGEMENT**

Subject Code	: 14MBA MIN1407	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

- To provide an understanding of the concepts, techniques and approaches required for effective decision making in the areas of Sales Management.
- To emphasize on the practicing manager's problems and dilemmas.
- To develop skills critical for generating, evaluating and selecting sales strategies.

Module I

Introduction to sales management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, elementary study of sales organizations, qualities and responsibilities of sales manager. Types of sales organizations. (8 hours)

Module II

Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action. (6 hours)

Module III

Management of Sales Territory & Sales Quota: Sales territory, meaning, size, designing, sales quota, procedure for sales quota. Types of sales quota, Methods of setting quota. Recruitment and selection of sales force, Training of sales force. (6 hours)

Module IV

Sales force motivation and compensation: Nature of motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of compensation plans and evaluation of sales force by performance and appraisal process. (8 hours)

III

Module V

Sales management job: Standard sales management process-international sales management - international market selection-market survey approach or strategy - case study in Indian context. (6 hours)

Module VI

Sales Manager and Sales Person: Role of sales manager and sales people, functions of sales manager, functions of sales person, types and characteristics of sales manager and sales people-Time management for sales manager and sales person. (8 hours)

Module VII

Selling on the internet: Selling agents for internet trading-net selling, advertising in net trading, payment system in internet trading-smart card, credit card, debit card- payment by card: advantages and disadvantages; How to make internet selling safe-Digital signature, biometric method and legal or regulatory environment; Growth of internet trading in India. (8 hours)

Case Studies in Sales Management

Practical component: (6hours)

- Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why chose sales career, and what does it take to succeed in this profession
- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behaviour also depend on the personality of the individual doing the buying? Or the one doing the selling?
- Students can make a presentation on any product or the services of student choice, covering selling strategies and one day work exposure towards merchandising in any big retail outlets of respective places where the institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.
- Roles and functions of sales manager and sales people are different in every organization Sales people view the roles of sales managers in their own way and vice versa. You are the sales manager of a company. You make an analysis of what you feel should be roles of

- a sales manager and a salesperson for maximizing sales of the organization.
- Your company is active in internet trading. A current issue in internet trading is : how to make internet selling safe. Different methods have been suggested for safety or security of internet trading. You have to analyze different methods and recommend a method for your company.

RECOMMENDED BOOKS:

- Sales Management by Charles, Funnell, 6/e, Thomson South Western, 2003.
- Sales & Distribution Management, Tapan K.Pandak, Sunil Sahadev, 6/e, Oxford University Press.
- Sales & Distribution Management, A. Nag, McGraw Hill, 2013

REFERENCE BOOKS:

- Managing of Sales Force by Spiro Stanton Rich, 11/e, TMH, 2003.
- Sales & Retail Management, an Indian perspective by Dr.S.L Gupta, 1/e, Excel Books, 2007.
- Salesmanship and Sales Management-P.K Sahu & K C Raut, 3/e, Vikas Publishing House3.
- Sales Management-Douglas J Dalrymple, William L Crowe-John Wiley & Co.
- Sales & Distribution Management- Text and Cases, 2nd Ed, McGraw Hill

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INTEGRATED MARKETING COMMUNICATIONS

Subject Code	: 14NIBA MN1408	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objective :

- The general purpose is to build a comprehensive framework that fully integrates the various aspects of managerial decision making related to marketing communications strategy and tactics.
- This course provides an integrative approach to the study of the promotion mix, including advertising, publicity, personal selling, and sales promotion.
- This course aims at increasing one's knowledge in emerging trends in advertising in global environment

Module I

(8 Hours)

Role of IMC in marketing process, IMC planning model, Marketing and promotion process model, Communication process, steps involved in developing IMC programme, Effectiveness of marketing communications Purpose, Role, Functions, Types, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC

Module II

(7 Hours)

Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation.

Module III

(6Hours)

Advertising objectives and Budgeting: Goal setting - DAGMAR approach, various budgeting methods used.

Module IV

(8 Hours)

Media planning: Developing Media plan, Problems encountered, Media Evaluation-Print, Broadcast media, Support media in advertising, Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy.

Module V

(8 Hours)

Direct Marketing: Features, Functions, Growth, Advantages/Disadvantages, And Direct Marketing Strategies.