

## Sales and Distribution Management – JSPM314

Faculty	Prof. Rakesh Mediratta
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**Credit – 2**

### Course Workload

Using the table below, indicate the expected student workload per week for this Course.

Contact Hours (20 for 2 credit course and 30 for 3 credit course)	Group Work/ Supervised Learning Hours	Directed Learning Hours (learning on one's own)	Total Hours (Should be not less than three times the contact hours)
20	10	30	60

### Learning Outcomes for the Course

1. Emphasize on the importance of acquiring a strong salesforce and retaining them.
2. Construct an effective Sales plan, Distribution management and Channel management.
3. Exhibit good knowledge of Sales and Distribution strategies and marketing tools.
4. Demonstrate informed strategic capabilities through application of conceptual knowledge with applied orientation in both local and global context.

### Topics Covered

- Introduction to sales.
- Understanding Sales Management Process
- Recruitment & Selection of Sales Force
- Sales Force Motivation
- Controlling and Evaluating Sales Force
- Distribution and Channel Management
- Practices to manage distribution channel

*For additional details, visit : <https://jagsom.edu.in/careertrack/>*

*Meet our faculty: <https://jagsom.edu.in/faculty-directory/>*