**GROUP- MARKETING**

**==========================================================================Title: Sales, Distribution and Retail Management Code: MKT 545**

**Credit Hours: 3 Year /Semester: II/IV**  **48 Hours**

**==========================================================================**

**Course Objectives:**

The course aims to impart the knowledge and skills needed to manage the sales force and distribution and retail functions in a business organization so as to help gain a competitive advantage.

**Unit 1 Introduction to Retail 8 Hours**

Introduction to Retailing, Nature of Retailing, Scope of Retailing, Classification of Retail Business, Forces Affecting Retailers, Retailing Changes, Future of Retailing, Retailing Operation Planning Process and Steps in Operations Planning, Retail Franchising, Retailing of Primary Services, Non Store Retailing and Retailing in the Future

**Unit 2 Consumer, Merchandise Management Pricing and Promotion 10 Hours**

Store location, Store design and layout, Organization and Staffing the Retail Firm, Stock Turnover and Merchandise Planning, Relationships with Suppliers, Pricing Concepts and Strategies, Price Adjustment, Promotion of Retailing, Personal Selling, Advertising and Types of Retail Advertising, Credit and Other Supplementary Services

**Unit 3 Introduction to Sales Management 6 Hours**

Scope and Importance of Personal Selling; Personal Selling Process and Approaches; Sales Organization Structure; Sales Strategies, Sales Forecasting; Sales Territory Design

**Unit 4 Sales Force Management 6 Hours**

Sales Force Job Description; Recruitment and Selection; Training Sales Personnel; Sales Force Motivation; Compensation; Sales Quotas: Evaluating Sales Performance; Information Technology in Sales Management

**Unit 5 Distribution Planning and Control 10 Hours**

Functions of Intermediaries; Types and Role of Channel Intermediaries and Distribution Channel for Consumer and Industrial Products; Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Ethical and Legal Issues in Distribution, Distribution Management in Nepalese Context

**Unit 6 Distribution System and Logistics 8 Hours**

Physical Distribution System –Objectives and Decision Areas; Customer Service Goals for Physical Distribution; An overview of Transportation, Warehousing, Material Handling and Inventory Decisions; Efficient Supply Chain Management (SCM); Integration of Sales and Distribution Strategy;

**Reference Books:**

1. Still, R. R. & Cundiff, E. W., Govoni, N. A. P. (2007). ***Sales Management***. 5th Edition Pearson Education, New Delhi
2. Rosenbloom, Bert (2004) ***Marketing Channels: A Management View***, 7th Edition , Cengage Learning, New Delhi
3. Don L.James, Bruce J. Walker, Michael J. Etzel, Harcourt Brace Jovanovich, 1981 ***Retailing Today***,2nd edition,
4. Lawrence G. Golden, Donald A. Zimmerman, Rand MacNally, 1980, ***Effective retailing***