

# **Sales and Marketing Management**

Objective: The objective of this course is to provide an extensive picture with regard to theory and practice of managing marketing and sales

Unit- I Meaning and objectives of sales management, sales organisation - it's purpose, setting up a sales organisation, types of sales organisation, Personal Selling: Objectives and theories of personal selling, sales forecasting method & evaluation

Unit- II Sales Operations: Sales budget, sales territories, sales Quota, control of sales, sales meeting and sales contest, organising display, showroom and exhibitions. Salesmanship: Sales manager- Qualities and functions, types of salesman, prospecting, pre-approach & approach.

Unit III Sales force Management: Recruitment & selection, training, formulation & conduction of sales training programme, motivation of sales personnel, compensation of sales personnel, evaluation and supervision of sales personnel.

UNIT-IV Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix Market segmentation and positioning; Buyer behaviour;

UNIT-V Product Decisions, Pricing Decisions, Distribution Channels and Physical Distribution Decisions, Promotion Decisions, Marketing Research, Marketing of services.

## **Reference Books:**

1. Still, Cundiff & Govani Sales management & Cases
2. McMurry & Arnold, How to build a dynamic Sales Organisation
3. Pradhan , Jakate & Mali Elements of Salesmanship and Publicity
4. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
5. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
6. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi