

## Marketing and Sales Management Fundamentals

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| <b>Course Title</b> | : | Marketing and Sales Management Fundamentals |
| <b>Course Code</b>  | : |   |
| <b>Credit Units</b> | : | 4   |

| L | T | P | SW | FW | Total Credits |
|---|---|---|----|----|---------------|
| 2 | 1 | 0 | 2  | 0  | 4             |

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| <b>Course Objective</b> | : | <p>Course Objectives are::</p> <ol style="list-style-type: none"> <li>1. Understanding Buyer, Buyer Behaviour</li> <li>2. Understanding of the theoretical and conceptual concepts of buyer behaviour its application in real life marketing situations and practices.</li> <li>3. Managing sales force and marketing channels so as to gain competitive advantage</li> </ol> |
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| <b>Pre-requisites</b> | : | Knowledge of Marketing Management |
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| <b>Student Learning Outcomes (SLO)</b> | : | 1. Gained understanding and of consumer behaviour in the overall marketing process.  |
|  |   | 2. Gained knowledge of consumer psychology that runs behind the decision making process  |
|  |   | 3. Gained knowledge to Formulate strategies to effectively manage company's sales operations.  |
|  |   | 4. Gained understanding of the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team. |

**Course Content / Syllabus:**

| <b>Modules</b>  | <b>Weightage (%)</b> |
|---|----------------------|
| <b>1. Introduction to Consumer Behaviour</b>  |                      |
| Consumer Behaviour: Definition and significance.<br>Understanding consumer and market:<br>Profile of Indian and Global Consumers.<br>Applications of consumer behaviour knowledge in marketing<br>Methods of consumer research  | <b>20%</b>           |
| <b>2. External and Internal Influences on Buying Behaviour</b>  |                      |
| <b>External Influences:</b><br>Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture, Social class, Demographics and social stratification Social Groups: Meaning and formation of a group, group properties. Family: Lifecycle and its significance on Consumer Behaviour. Family purchase decision process. Reference group influences on consumer behaviour and marketing strategy.<br><b>Internal Influences:</b><br>Personality, Self-concept and Lifestyle and its relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Perception and Marketing Strategy; Consumer Learning Outcomes and measures of consumer learning Attitudes: Characteristics, functions and its importance in buyer behaviour. Strategies for changing attitude and intentions | <b>30%</b>           |
| <b>3. Consumer Buying Process</b>   |                      |
| From Need Recognition to Post-Purchase Dissonance   | <b>10%</b>           |
| <b>4. Sales Management</b>  |                      |
| Evolution of Sales Management, Nature and Role of Sales Manager's Job, The Personal Selling Process, Emerging Trends in Sales Management- Vendor Management, ERP, Sales Automation System.<br>Sales forecasting and Sales Potential, Sales Forecasting Techniques<br>Concepts of sales force management: Recruitment and Selection of sales personnel. Sales Training: Areas of sales training: Company specific knowledge, product knowledge, industry and market trend knowledge, and customer education. Compensating and motivating sales force.  | <b>25%</b>           |
| <b>5. Distribution Strategies</b>   |                      |
| Distribution Channels: Concept, Functions and Types. Distribution channel strategy and features of effective channel design. Channel Conflict: Concept and stages, conflict management, International distribution strategy.  | <b>15%</b>           |

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| <b>Pedagogy for Course Delivery</b> | : | Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments. |
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**Assessment / Examination Scheme:**

| Theory Lecture / Tutorial (%) | Lab / Practical / Studio (%) |
|-------------------------------|------------------------------|
| 100%                          | 0%                           |

**Theory Assessment (Lecture & Tutorial):**

| Continuous Assessment / Internal Assessment |  |                   |                   | End Term Examination |
|---|--|-------------------|-------------------|----------------------|
| <b>Components</b>                           | <b>Project / Home Assignment/ Presentation</b> | <b>Class Test</b> | <b>Attendance</b> | 50%                  |
| Weightage (%)                               | 30%  | 15%               | 5%                |                      |

**Notional Hours:**

|                      |           |
|----------------------|-----------|
| Lecture Contact      | 30        |
| Tutorial Contact     | 15        |
| Self-Work            | 30        |
| Field Work           | 00        |
| Assessment           | 10        |
| <b>Total Session</b> | <b>85</b> |

**Text & References:**

- Principles of Marketing Management, Kotler, Koshy
- Marketing – A South Asia Perspective by Phillip Kotler, Kevin Keller, Abraham Koshy and Mithileshwar Jha.

**Any Other Study Material:**

- Case Studies to be shared from time to time during the duration of the course