

## Subject Description Form

<b>Subject Code</b>	MM4782
<b>Subject Title</b>	Sales and Distribution Management
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<b>Pre-requisite:</b> Introduction to Marketing (MM2711) or Introduction to Marketing (MM2BN05) or equivalent <b>Exclusion:</b> Marketing Channel Management (MM3782) and Sale Management (MM4781)
<b>Role and Purposes</b>	<p>This subject provides an overview of the sales and distribution management. It discusses various sales functions ranging from various sales organization structures to the role of the sales manager in improving sales by hiring, training, motivating and leading the sales force. It also discusses distribution function and marketing channel management.</p> <p>This subject is designed to provide students with current theories and practices for developing and managing a sales force, and solid and proficient skills in managing marketing channels. Students study the topics of sales management from the managerial point of view and the selling process approach. In addition to learning sales function, the subject strives to equip students with a thorough understanding of and an ability to manage marketing channels for making the products available to final consumers.</p>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Identify the nature of <i>managerial work</i> in a variety of forms of organization, and assess the impact of the external environment on managers' jobs.</li> <li>b. Understand the essence of <i>human and CRM behavior</i> and be able to assess the implications for the management of organizations and businesses. Understand essential elements of the <i>selling process</i>. Be able to evaluate the arguments surrounding social responsibility and ethical behaviour in business, and an enhanced awareness of the importance of such issues.</li> <li>c. Analyze and evaluate the managing distribution in the context of managing channels of distribution as well as physical distribution, and then to acquire a solid foundation on both dimensions.</li> <li>d. Apply the channel management concepts in real commercial settings and learn how products to be physically distributed in effective ways in terms of the total cost borne by all related parties based on logistics and channel management cases drawn from local and international perspectives.</li> </ol>

<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<p><b>Nature and Scope of Sales Management</b> Key features: Sales-force management in the total marketing programme. Relationship between sales management and other marketing and managerial functions. Responsibilities of the sales manager. Sales environment.</p> <p>To discuss sales management's tasks in a company with a customer orientation and outline its roles in relation to other marketing mix variables. Students are expected to know how the nature of sales management has changed, what managerial challenge face sales managers and how environmental factors affect the sales activities of the company.</p> <p>Key steps of the selling process include prospecting, preparation, presentation, handling objections, closing the sale and follow-up activities.</p> <p>To trace the evolution of modem selling and discuss the roles of personalselling today. Students are expected to have key ideas about typical problems encountered in doing personal selling and how they can be resolved. Extensive use will be made of role playing exercises.</p> <p><b>Nature and Scope of Marketing Channel Management</b> Key features: Channel concept. Selecting, motivating and evaluating channel members. Working with channel members on issues related to product, price and promotion. Channel conflict and power.</p> <p>To discuss marketing channels as a competitive advantage to firms as other forms of traditional competitive differentiations can be copied and followed easily. Students are expected to learn channel management as a separate marketing function that involves efficient channel design, conflict management and implementation of sophisticated channel information systems which will enhance the process of making the products available to final consumers in a timely manner.</p> <p>To discuss the roles of marketing channel manager today. Students are expected to know how “place” as a key component of strategic marketing and understand this growing awareness of the importance of marketing channels, in the content of a firm’s overall marketing objectives.</p>
<p><b>Teaching/Learning Methodology</b></p>	<p>Students are encouraged to participate in class discussions for both lectures and seminars. They are required to finish weekly reading assignments before the lecture.</p> <p>To facilitate students’ ability to apply theories, case studies will be stressed in teaching, including cases assigned for discussion in class and a project assigned as field work. Students are required to form groups to conduct the projects dealing with real firms. Formation of student groups and topics for case studies will be discussed in detail during class and consultation hours.</p>

**Assessment Methods in Alignment with Intended Learning Outcomes**

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
		a	b	c	d
<b>Continuous Assessment</b>	<b>50%</b>				
1. Individual Paper	15%	✓		✓	
2. Group Presentation	15%		✓		✓
3. Group Project	15%		✓		✓
4. Individual Participation	5%		✓		✓
<b>Examination</b>	<b>50%</b>	✓		✓	
Total	100 %				

*\*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in the overall grade.

**Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:** the various methods are designed to ensure that all students taking this subject –

- Understand and analyse the issues and concepts of sales and distribution management;
- Read relevant chapters of the recommended textbook and other relevant learning material including research journal articles, cases & reports, etc.
- Appreciate alternative approaches, perspectives and theories to deal with various sales and distribution management issues;
- Undertake critical reflective thinking and practice about innovative ways of thinking and new ways of selling and distributing products.

Feedback is given to students after they have presented their view and all students are invited to join this discussion.

As indicated in the table above, all assessments including the final examination are in alignment with all four intended subject learning outcomes that, in turn, match the BBA outcome. All individual assessments evaluate the BBA outcome and, therefore, the overall subject grade (as the summary of the results of the all assessments) is used as an indicator to evaluate to what extent the BBA outcomes are matched.

<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lectures	26 Hrs.
	▪ Seminars	13 Hrs.
	Other student study effort:	
	▪ Preparation for discussion	42 Hrs.
	▪ Preparation for project/assignment/tests	42 Hrs.
	Total student study effort	123Hrs.
<b>Reading List and References</b>	<p><b><u>Textbook</u></b>  Johnston, M.J. &amp; Marshall, G.W. (2020). <i>Sales Force Management: Leadership, Innovation, Technology (13<sup>th</sup> ed)</i>, Routledge.</p> <p>Palmatier, R.W., Sivadas, E., Stern, L.W. &amp; El-Ansary, A.I. (2019). <i>Marketing Channel Strategy: An Omni-Channel Approach (9<sup>th</sup> ed)</i>, Routledge.</p> <p><b><u>Key Reference</u></b>  Dent, J. &amp; White, M. (2018). <i>Sales and Marketing Channels: How to Build and Manage Distribution Strategy (3rd ed)</i>, Kogan Page.</p>	

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