

NAIPUNNYA BUSINESS SCHOOL
MASTER OF BUSINESS ADMINISTRATION
BUS 1AC M01 CHANNEL SALES MANAGEMENT

Time: 24 hours

Credits: 2

Course objectives:

This certificate course would be beneficial for those who would like to start a career in product/brand sales. The course will provide you with a strong foundation in the core concepts of channel management. Those new to channel management, or those moving into a channel management role for the first time.

Module I

Introduction to sales management. Place of Sales management in Marketing, types of sales strategies, Sales techniques, Consumer vs Business Markets - implications of selling
(8 hours)

Module II

Discover the fundamentals of channel management, key concepts & terminology. Direct vs Indirect Channels – Why Use a Channel? Reseller continuum – models by type, Purpose for distributors – Pros & Cons, Alternative channels (Affiliate, OEM, Alliances), Channel by product type & geography, Competitive channel analysis – Best practice
(12 hours)

Module III

Channel Sales - Overview, Prospecting, Presentation Skills & Persuasive Demos, Closing Techniques. Motivating Channel partners, Evaluating channel partners
(10 hours)

Books

1. Sales Management: Decisions, Strategies and Cases, Still, Cundiff & Govoni, Pearson Education
2. Spiro, Rosann L, Stanton, William J and Rich, Gregory A: Management of Sales Force, Tata McGraw Hill, New Delhi 2005
3. Donaldson, Bill: Sales Management, McMillan.
4. Krishna K havaldar: Sales and Distribution Management.,McGrawhill India, 3rd edition
5. Pingali Venugopal: Marketing Channel Management, Sage publications, 2001

NAIPUNNYA BUSINESS SCHOOL
MASTER OF BUSINESS ADMINISTRATION
BUS 3AC M03 MARKETING RESEARCH

Time: 24 hours

Credits: 2

Course objectives:

- To make the participants aware of the role and importance of Marketing Research
- To provide the conceptual frame of Research in Marketing
- To provide key insights and working knowledge in Marketing Research

Module I

Introduction to marketing research; research design; marketing research process - research problem identification, research objectives, literature review, identification of variables, hypothesis formulation.

Module II

Sources of data; population and sampling frame; sampling concepts and methods; measurement scales; methods of data collection and tools.

Module III

Coding and tabulation of data; data analysis techniques; hypothesis testing; application of software packages for data analysis; report writing; documentation and referencing; applications of marketing research in business

Recommended Books:

1. G.C.Beri, Market Research, Pearson Education, New Delhi.
2. Naresh K. Malhotra, Marketing Research: An Applied Orientation, TMH, NewDelhi.
3. Cooper & Schindler, Marketing Research, Concept & Cases, Tata McGraw Hill, India