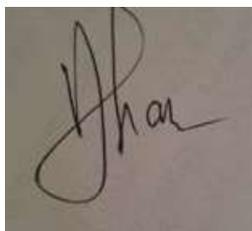


## Department of MBA

### Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Sales and Distribution Management
2.	Course Code	MBA-313
3.	Academic Year	2024-25
4.	Semester	3 <sup>rd</sup>
5.	Number of Lesson plans	48
6.	Faculty Assigned	Dr. Amanpreet Kaur



Faculty Signature

<b>Lesson Plan No. 1</b>	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Introduction to sales management</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the definition and importance of sales management.</li> <li>Identify the primary functions of sales management.</li> <li>Recognize the key concepts and strategies involved in effective sales management.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Video - <a href="https://www.youtube.com/watch?v=ALoo4vrKKUw">https://www.youtube.com/watch?v=ALoo4vrKKUw</a></li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief discussion on what sales management entails and its significance in business. Highlight how effective sales management contributes to achieving organizational goals..</li> </ul> </li> <li><b>Development (25 minutes)</b> <ol style="list-style-type: none"> <li><b>Definition of Sales Management:</b> Overview of what sales management is and its role in business.</li> <li><b>Importance of Sales Management:</b> Discuss how effective sales management can lead to increased sales and better customer relationships.</li> <li><b>Functions of Sales Management:</b> Explore key functions such as setting sales objectives, managing the sales team, and evaluating sales performance. Exhibiting</li> </ol> </li> <li><b>Exercise (5 minutes)</b> – Group discussion on the impact of sales management on business success  H.W-Write a one-page reflection on the importance of sales</li> </ol>



	<p>management in a chosen organization</p> <p>4. Conduct Quiz to collect responses and discuss the answers.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Marketing Channels by Bert Rosenbloom</li> <li><a href="https://mu.ac.in/wp-content/uploads/2023/04/MMS-Sales-Management.pdf">https://mu.ac.in/wp-content/uploads/2023/04/MMS-Sales-Management.pdf</a></li> <li><a href="https://ug.its.edu.in/sites/default/files/Sales%20Management.pdf">https://ug.its.edu.in/sites/default/files/Sales%20Management.pdf</a></li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</li> <li>Quiz on Distribution Channels           <p>What is an alternative term for a distribution channel?</p> <ol style="list-style-type: none"> <li>Supply chain</li> <li><b>Marketing channel</b></li> <li>Logistics network</li> <li>Retail chain</li> </ol> <p>What type of distribution strategy does Rolex use by selling through a limited number of upmarket retail partners?</p> <ol style="list-style-type: none"> <li>Exclusive distribution</li> <li><b>Selective distribution</b></li> <li>Intensive distribution</li> <li>Direct distribution</li> </ol> <p>Which of the following factors does NOT determine the choice of distribution channel?</p> <ol style="list-style-type: none"> <li>Product characteristics</li> <li>Market characteristics</li> <li><b>Personal preference of the sales team</b></li> <li>Competitive strategy</li> </ol> </li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 2</b>	<b>Course Name: Sales and Distribution Management</b> <b><u>Topic:</u> Nature, Objectives and Importance of sales management</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the primary objectives of sales management.</li> <li>Define sales management and its role in an organization</li> <li>Recognize the significance of sales management in an organization.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li></li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction</b> (5 minutes)           <ul style="list-style-type: none"> <li>Begin with a brief discussion on what sales management entails and its significance in business. Highlight how effective sales management contributes to achieving organizational goals.</li> </ul> </li> <li><b>Development</b> (25 minutes)           <ul style="list-style-type: none"> <li>-Primary objectives of sales management               <ul style="list-style-type: none"> <li>To achieve Sales Targets</li> <li>To achieve Market share targets</li> <li>To manage dealer network</li> <li>To organize sales training</li> <li>To handle customer complaints</li> <li>To manage Sales promotion campaigns</li> <li>To effectively cover market</li> </ul> </li> <li>- Nature               <ul style="list-style-type: none"> <li>its integration with marketing function</li> <li>scope of sales management</li> </ul> </li> </ul> </li> </ol>



	<p>Roles and skills of sales personnel.</p> <p>-Importance of Sales Management</p> <p>3. <b>Exercise (5 minutes)</b> – Research and write a short essay on the evolution of sales management</p> <p>Conduct Quiz to collect responses and discuss the answers.</p>
<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Marketing Channels by Bert Rosenbloom</li> <li>4. <a href="https://www.teachingenglish.org.uk/teaching-resources/teaching-adults/lesson-plans/upper-intermediate-b2/shopping-and-sales-tricks">https://www.teachingenglish.org.uk/teaching-resources/teaching-adults/lesson-plans/upper-intermediate-b2/shopping-and-sales-tricks</a></li> <li>5. <a href="https://ug.its.edu.in/sites/default/files/Sales%20Management.pdf">https://ug.its.edu.in/sites/default/files/Sales%20Management.pdf</a></li> <li>6. <a href="https://www.igntu.ac.in/eContent/IGNTU-eContent-270519171365-MBA-4-Prof.AmarendraPratapSingh-SalesandDistributionManagement-Unit-I.pdf">https://www.igntu.ac.in/eContent/IGNTU-eContent-270519171365-MBA-4-Prof.AmarendraPratapSingh-SalesandDistributionManagement-Unit-I.pdf</a></li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Sales management is primarily concerned with:</p> <ol style="list-style-type: none"> <li>a) Manufacturing products</li> <li>b) Distributing products</li> <li>c) <b>Selling products</b></li> <li>d) Pricing product</li> </ol> <p>The traditional approach to sales management focused on:</p> <ol style="list-style-type: none"> <li>a) Customer relationships</li> <li>b) <b>Sales targets</b></li> <li>c) Product features</li> <li>d) Sales techniques</li> </ol> <p>The modern approach to sales management emphasizes:</p> <ol style="list-style-type: none"> <li>a) Transactional selling</li> <li>b) Product-oriented selling</li> <li>c) Customer-oriented selling</li> <li>d) <b>Relationship-oriented selling</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



Model Institute of Engineering  
& Technology (Autonomous)  
Lesson Plan

Kot, Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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<b>Lesson Plan No. 3</b>	<b>Course Name: Sales and Distribution Management</b> <b><u>Topic:</u> Buyer-Seller Dyad</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define the concept of buyer-seller dyad</li> <li>Understand the importance of buyer-seller interactions in sales organization.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Article from Research Gate  <a href="https://www.researchgate.net/publication/261664024_Analysis_of_the_Buyer-Seller_Dyad_The_Social_Relations_Model">https://www.researchgate.net/publication/261664024_Analysis_of_the_Buyer-Seller_Dyad_The_Social_Relations_Model</a> </li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction</b> (5 minutes)           <ul style="list-style-type: none"> <li>Explain the meaning of the term "dyad" in the context of sales</li> <li>Highlight the significance of buyer-seller interactions in the sales process.</li> </ul> </li> <li><b>Development</b> (25 minutes)           <ul style="list-style-type: none"> <li>Definition of buyer-seller dyad- Good communication is a key to successful marketing, and it is particularly important for positive personal selling results. The buyer-seller dyad is flexible and efficient, closes sales, and provides feedback.</li> <li>Importance of buyer-seller interactions in personal selling and Advertising- Buyer-seller interactions are important in sales because they help motivate prospective buyers to behave favorably toward the seller.</li> <li>Factors influencing buyer-seller dyadic interactions               <p>Three factors that influence buyer-seller dyadic interactions are:</p> <p>Similarity between the salesperson and the prospect</p> <p>Buyer's perception of the salesperson's performance</p> </li> </ul> </li> </ol>



	<p>Buyer's initial conditioning with respect to selling</p> <p>3. <b>Exercise (5 minutes)</b> – Discuss real-life examples of buyer-seller dyads</p> <p>Analyze factors that contribute to successful buyer-seller interactions</p> <p>Conduct Quiz to collect responses and discuss the answers.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Marketing Channels by Bert Rosenbloom</li> <li><a href="https://www.teachingenglish.org.uk/teaching-resources/teaching-h">https://www.teachingenglish.org.uk/teaching-resources/teaching-h</a> <a href="https://www.vskills.in/certification/tutorial/buyer-seller-dyad/">https://www.vskills.in/certification/tutorial/buyer-seller-dyad/</a> <a href="https://www.vskills.in/certification/tutorial/buyer-seller-dyad/">https://www.vskills.in/certification/tutorial/buyer-seller-dyad/</a></li> <li>Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <ul style="list-style-type: none"> <li>-What is a buyer-seller dyad?</li> <li>-Why are buyer-seller interactions important in sales?</li> <li>-List three factors that influence buyer-seller dyadic interactions.</li> </ul> <p>Answers:</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 4</b>	<b>Course Name: Sales and Distribution Management</b> <b><u>Topic:</u> Sales Management Process</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the definition and importance of the sales management process.</li> <li>Identify the key components of the sales management process.</li> <li>Recognize the role of sales management in achieving organizational goals.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Video- <a href="https://www.youtube.com/watch?v=6tDfPoEOoE">https://www.youtube.com/watch?v=6tDfPoEOoE</a></li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief overview of what sales management entails and its significance in business operations..</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Definition of Sales Management: Explore what sales management means and its relevance in the business context.</li> <li>-Key Components: Discuss the critical elements of the sales management process, including planning, implementation, and evaluation.</li> <li>- Importance of Sales Management: Analyze how effective sales management contributes to achieving sales objectives and overall business success.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>-Homework: Write a reflection on how sales management can impact a specific business.</li> <li>-Conduct Quiz to collect responses and discuss the answers.</li> </ul> </li> </ol>



<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Marketing Channels by Bert Rosenbloom</li> <li>4. <a href="https://nibmehub.com/opac-service/pdf/read/Sales%20Management.pdf">https://nibmehub.com/opac-service/pdf/read/Sales%20Management.pdf</a></li> <li>5. Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <ul style="list-style-type: none"> <li>- What is the primary goal of sales management?             <ol style="list-style-type: none"> <li>A) To increase production</li> <li>B) <b>To manage sales teams</b></li> <li>C) To enhance customer satisfaction</li> </ol> </li> <li>- Which of the following is NOT a component of the sales management process?             <ol style="list-style-type: none"> <li>A) Planning</li> <li>B) Implementation</li> <li>C) <b>Marketing</b></li> </ol> </li> <li>- Why is sales management important for businesses?             <ol style="list-style-type: none"> <li>A) It reduces costs</li> <li>B) It improves customer relationships</li> <li>C) <b>Both A and B</b></li> </ol> </li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 5</b>	<b>Course Name: Sales and Distribution Management</b> <b><u>Topic:</u> Sales organization</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to:  a. Understand the concept and importance of sales organizations. b. Identify different types of sales structures. c. Recognize the roles within a sales organization.
<b>Teaching Aids (if any)</b>	a. Use of Power point projection system. b. Live Examples c. News from ET d. Discussion
<b>Teaching Development</b>	1. <b>Introduction</b> (5 minutes) - Briefly explain what a sales organization is and its significance in a business context.  2. <b>Development</b> (25 minutes) -Definition of a Sales Organization: Overview of what constitutes a sales organization.  Types of Sales Structures: Discuss assembly line, pod, and island structures.  Roles in Sales Organizations: Outline key roles such as Sales Manager, Sales Representatives, and Support Staff.  3. <b>Exercise (5 minutes)</b> – Activity: Group discussion on the preferred sales structure for a hypothetical product. Homework: Research a company’s sales organization structure and prepare a short report.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Questions from the Syllabus. 3. Suggested Reading Marketing Channels by Bert Rosenbloom 4. <a href="https://amjadalikhancollege.edu.in/wp-content/uploads/2020/07/Sales_Organisation_UNIT_2.pdf">https://amjadalikhancollege.edu.in/wp-content/uploads/2020/07/Sales_Organisation_UNIT_2.pdf</a> 5. <a href="https://egyankosh.ac.in/bitstream/123456789/38406/1/Unit-16.pdf">https://egyankosh.ac.in/bitstream/123456789/38406/1/Unit-16.pdf</a> 6. Spend 5 minutes to wrap up and consolidate the learning’s



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <p>What is a primary function of a sales organization?</p> <p>A) Production Management B) <b>Sales Strategy Development</b> C) Financial Accounting</p> <p>Which sales structure focuses on specialization?</p> <p>A) Pod Structure B) <b>Assembly Line Structure</b> C) Island Structure</p> <p>Who typically oversees the sales team?</p> <p>A) Operations Manager B) <b>Sales Manager</b> C) Marketing Director</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No. 6</b>	<b>Course Name: Sales and Distribution Management</b> <b><u>Topic:</u> Sales Territory Management</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of sales territory management.</li> <li>Recognize the importance of effective territory management in sales performance.</li> <li>Identify the key components involved in managing sales territories.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Discussion</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief overview of sales territory management, explaining its significance in optimizing sales efforts and enhancing customer relationships.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li><b>Definition of Sales Territory Management:</b> Discuss what sales territory management entails and its role in sales strategy.</li> <li><b>Benefits of Effective Territory Management:</b> Explore how well-managed territories can lead to increased sales efficiency and customer satisfaction.</li> <li><b>Key Components of Territory Management:</b> Identify essential elements such as territory design, resource allocation, and performance measurement.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Group discussion on how to design an effective sales territory.</li> <li>Homework: Write a one-page report on a company's sales territory management strategy.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Marketing Channels by Bert Rosenbloom</li> <li><a href="https://www.ifheindia.org/dlp/selflearningmaterial2021/Book/9.2">https://www.ifheindia.org/dlp/selflearningmaterial2021/Book/9.2</a></li> </ol>



	<p><a href="#">%20Sales%20and%20Distribution%20Management%20Block%2002.pdf</a></p> <p>5. Spend 5 minutes to wrap up and consolidate the learning's</p>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <p>What is the primary goal of sales territory management?</p> <p>A) Increase production B) <b>Optimize sales efforts</b> C) Reduce costs D) Improve marketing strategies</p> <p>Which of the following is NOT a component of territory management?</p> <p>A) Territory design B) Performance measurement C) <b>Product development</b> D) Resource allocation</p> <p>Effective territory management can lead to:</p> <p>A) <b>Increased customer satisfaction</b> B) Higher employee turnover C) Decreased sales D) None of the above</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 7</b>	<b>Course Name: Sales and Distribution Management</b> <b><u>Topic:</u> Sales Quota Management.</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of sales quota management.</li> <li>Recognize the importance of sales quotas in achieving business goals.</li> <li>Identify different types of sales quotas.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Video- <a href="https://www.youtube.com/watch?v=5iNcJPX_OwI">https://www.youtube.com/watch?v=5iNcJPX_OwI</a></li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly explain what sales quotas are and their role in sales management.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>- Definition of Sales Quotas: Explain what sales quotas are and their purpose in sales teams.</li> <li>-Types of Sales Quotas: Discuss various types such as revenue quotas, volume quotas, and activity quotas.</li> <li>-Importance of Sales Quotas: Highlight how quotas drive performance and align team efforts with company goals.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>-Group discussion on setting realistic sales quotas.</li> <li>- Homework: Research and present a case study on a company’s sales quota strategy.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Marketing Channels by Bert Rosenbloom</li> <li><a href="https://www.salesforce.com/in/sales/sales-quotas/">https://www.salesforce.com/in/sales/sales-quotas/</a></li> <li><a href="https://www.leadSquared.com/learn/sales/sales-quota/">https://www.leadSquared.com/learn/sales/sales-quota/</a></li> <li>Spend 5 minutes to wrap up and consolidate the learning’s</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Quiz - What is a sales quota?



	<p>A) <b>A target for sales representatives</b></p> <p>B) A type of product</p> <p>C) A sales technique</p> <p>Which of the following is NOT a type of sales quota?</p> <p>A) Revenue Quota</p> <p>B) Volume Quota</p> <p>C) <b>Profit Quota</b></p> <p>Why are sales quotas important?</p> <p>A) They increase customer satisfaction</p> <p>B) <b>They drive performance and align efforts</b></p> <p>C) They reduce costs</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No. 8</b>	<b>Course Name: Sales and Distribution Management</b> <b><u>Topic:</u> Theories of Selling-AIDAS.</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the AIDAS model and its components.</li> <li>Recognize the importance of each stage in the selling process.</li> <li>Apply the AIDAS model in real-world selling scenarios.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Video- <a href="https://www.youtube.com/watch?v=5iNcJPX_OwI">https://www.youtube.com/watch?v=5iNcJPX_OwI</a></li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly introduce the AIDAS model, explaining its significance in sales and marketing.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Attention: Techniques to grab the customer's attention.</li> <li>Visual Appeal: Use of attractive visuals and branding.</li> <li>Unique Selling Proposition (USP): Highlighting what makes the product stand out.</li> <li>Engagement Techniques: Questions and interactive methods to engage customers.</li> <li>-Interest: Building interest through effective communication and engagement.</li> <li>Storytelling: Using narratives to connect with customers.</li> <li>Product Demonstrations: Showcasing product features and benefits.</li> <li>Customer Testimonials: Leveraging social proof to build interest.</li> <li>-Desire: Creating a desire for the product or service through benefits and emotional appeal.</li> <li>Emotional Appeals: Connecting with customers on an emotional level.</li> <li>Highlighting Benefits: Focusing on how the product improves the customer's life.</li> <li>Scarcity and Urgency: Using limited-time offers to create a sense of urgency.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Role-play scenarios demonstrating each stage of the AIDAS</li> </ul> </li> </ol>



	<p>model.</p> <p>-Homework: Write a short essay on how the AIDAS model can improve sales strategies.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani</li> <li>4. <a href="https://uk.in.eed.com/career-advice/career-development/aidas-selling-theory">https://uk.in.eed.com/career-advice/career-development/aidas-selling-theory</a> .</li> <li>5. <a href="https://www.linkedin.com/pulse/aidas-theory-selling-anupam-mukherjee-5994062512281174016/">https://www.linkedin.com/pulse/aidas-theory-selling-anupam-mukherjee-5994062512281174016/</a></li> <li>6. Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <p>- What does the 'A' in AIDAS stand for?</p> <p>A) Action  <b>B) Attention</b>          C) Analysis          D) Agreement</p> <p>Which stage of AIDAS focuses on generating interest?</p> <p>A) Attention  <b>B) Interest</b>          C) Desire          D) Action</p> <p>The desire stage aims to:</p> <p>A) Close the sale  <b>B) Create a need for the product</b>          C) Gather customer information          D) None of the above</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 9</b>	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Theory of Selling- Buying Formula</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of the buying formula.</li> <li>Identify the key components of the buying formula.</li> <li>Apply the buying formula in real-life scenarios.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Video- <a href="https://www.youtube.com/watch?v=uHfJp3Jr-Jg">https://www.youtube.com/watch?v=uHfJp3Jr-Jg</a></li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly explain what a buying formula is and its significance in purchasing decisions..</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Definition of Buying Formula: Understanding what constitutes a buying formula and its relevance in consumer behavior.</li> <li>Components of the Buying Formula: Discuss the various elements that make up the buying formula such as need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior.</li> <li>Application of the Buying Formula: Explore how the buying formula can be applied in different purchasing scenarios, including personal and business contexts.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Group discussion on a recent purchase and how the buying formula applied.</li> <li>Homework: Write a short essay on how understanding the buying formula can improve purchasing decisions.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani</li> <li><a href="https://www.vskills.in/certification/tutorial/buying-formula-theory-of-selling/">https://www.vskills.in/certification/tutorial/buying-formula-theory-of-selling/</a></li> </ol>



	<p>5. <a href="https://www.krayonnz.com/user/doubts/detail/6287bd0a34ba6a0058ee8d5c/what-is-Buying-Formula-Theory">https://www.krayonnz.com/user/doubts/detail/6287bd0a34ba6a0058ee8d5c/what-is-Buying-Formula-Theory</a></p> <p>6. <a href="https://egyankosh.ac.in/bitstream/123456789/90396/1/Unit-3.pdf">https://egyankosh.ac.in/bitstream/123456789/90396/1/Unit-3.pdf</a> Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <p>- What is the first step in the buying formula?</p> <p>A) Information search  <b>B) Need recognition</b>  C) Purchase decision  D) Post-purchase behavior</p> <p>Which component involves comparing different products?</p> <p>A) Need recognition  <b>B) Evaluation of alternatives</b>  C) Purchase decision  D) Information search</p> <p>The buying formula is primarily used in which context?</p> <p>A) Marketing  <b>B) Consumer behavior</b>  C) Financial analysis  D) Supply chain management</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 10</b>	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Theory of Selling- Introduction to Behavioral Equation</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of behavioral equation</li> <li>Learn how behavioral equation differs from standard economic models</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Introduce the concept of behavioral equation</li> <li>Explain how it incorporates psychological factors into economic decision making.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Lewin's Behavior Equation can be represented as <math>B = f(P, E)</math>, where behavior (B) is a function (f) of the person (P) and their environment (E). This equation asserts that individual characteristics do not solely determine behavior, nor does the environment exclusively shape it</li> <li>Drives are strong internal stimuli that impel the buyer's response.</li> <li>Cues are weak stimuli that determine when the buyer will respond.</li> <li>Response is what the buyer does.</li> <li>Reinforcement is any even that strengthens the buyer's tendency to make a particular response.</li> <li>Limitations of standard economic models</li> <li>Incorporating psychological factors into economic analysis</li> <li>Examples of behavioral equations in different domains</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Discuss examples of behavioral equations in real-life situations</li> <li>Identify limitations of standard economic models in these examples</li> </ul> </li> </ol>



<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Discuss the Questions from the Syllabus.</li><li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.linkedin.com/pulse/lewins-behavior-equation-unlocking-secrets-human-ricardo-dinis/">https://www.linkedin.com/pulse/lewins-behavior-equation-unlocking-secrets-human-ricardo-dinis/</a> <a href="https://www.vskills.in/certification/tutorial/behavioral-equation-theory/">https://www.vskills.in/certification/tutorial/behavioral-equation-theory/</a></li><li>4. Spend 5 minutes to wrap up and consolidate the learning's</li></ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <ul style="list-style-type: none"><li>- Which of the following is a key limitation of standard economic models?<ol style="list-style-type: none"><li>a) <b>They assume people are perfectly rational</b></li><li>b) They incorporate psychological factors</li><li>c) They are too complex</li><li>d) All of the above</li></ol></li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 11</b>	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Sales Analysis and Recruitment of Sales Force: Market Potential</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define market potential and its significance in sales.</li> <li>Analyze factors influencing market potential.</li> <li>Apply market potential analysis in recruitment strategies.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Introduce the concept of market potential, explaining its relevance in sales analysis and recruitment of the sales force..</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Definition of market potential and its components.</li> <li>Factors affecting market potential: demographics, economic indicators, and competition.</li> <li>Techniques for assessing market potential: surveys, market research, and data analysis.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>In-class: Group discussion on local market potential.</li> <li>Homework: Research and report on a specific market's potential.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://study.com/academy/lesson/market-potential-of-a-product-definition-analysis-example-quiz.html">https://study.com/academy/lesson/market-potential-of-a-product-definition-analysis-example-quiz.html</a>  <a href="https://impartner.com/glossary/what-is-market-potential/">https://impartner.com/glossary/what-is-market-potential/</a>  <a href="https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/3939-market-potential.html">https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/3939-market-potential.html</a> </li> <li>Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	<p>Conduct Quiz</p> <ul style="list-style-type: none"><li>- What is market potential?</li><li>A) <b>The total possible sales in a market</b></li><li>B) The current sales in a market</li><li>C) The sales of a single company</li><li>D) None of the above</li></ul> <p>Which factor does NOT influence market potential?</p> <ul style="list-style-type: none"><li>A) Demographics</li><li>B) Competition</li><li>C) <b>Employee satisfaction</b></li><li>D) Economic indicators</li></ul> <p>What is a common technique for assessing market potential?</p> <ul style="list-style-type: none"><li>A) Cold calling</li><li>B) <b>Market research</b></li><li>C) Networking</li><li>D) Social media marketing</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 12	<b>Course Name: Sales and Management</b>  <b>Topic: Sales Analysis and Recruitment of Sales Force: Market Potential</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define market potential and its significance in business.</li> <li>Identify factors influencing market potential.</li> <li>Analyze methods for assessing market potential.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief overview of market potential, explaining its importance in strategic planning and decision-making for businesses.</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Definition of Market Potential: Understanding the concept and its relevance in assessing business opportunities.</p> <p>Factors Influencing Market Potential: Discuss elements such as consumer demand, competition, economic conditions, and demographic trends.</p> <p>Methods for Assessing Market Potential: Introduce techniques like market research, surveys, and data analysis.</p> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Group discussion on a product's market potential using real-world examples.</li> <li>Homework: Write a short report on the market potential of a chosen product.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://study.com/academy/lesson/market-potential-of-a-product-definition-analysis-example-quiz.html">https://study.com/academy/lesson/market-potential-of-a-product-definition-analysis-example-quiz.html</a>  <a href="https://impartner.com/glossary/what-is-market-potential/">https://impartner.com/glossary/what-is-market-potential/</a>  <a href="https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/3939-market-potential.html">https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/3939-market-potential.html</a> </li> <li>Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <ul style="list-style-type: none"><li>- What is market potential?</li><li>A) <b>The total possible sales of a product</b></li><li>B) The current sales of a product</li><li>C) The profit margin of a product</li></ul> <p>Which factor does NOT influence market potential?</p> <ul style="list-style-type: none"><li>A) Consumer preferences</li><li>B) <b>Weather conditions</b></li><li>C) Economic trends</li></ul> <p>What method is commonly used to assess market potential?</p> <ul style="list-style-type: none"><li>A) Personal opinions</li><li>B) <b>Market research</b></li><li>C) Guesswork</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 13	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Sales Analysis and Recruitment of Sales Force: Market Identification</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of market identification</li> <li>Recognize the importance of market identification in business strategy.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Discuss the role of market identification in the success of a business</li> <li>Highlight examples of companies that have effectively identified their target markets</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Definition of market identification</li> <li>Factors to consider when identifying a target market</li> <li>Techniques for gathering market data and analyzing customer needs</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Research a successful company and analyze how they identified their target market</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.studocu.com/ph/document/san-pedro-college/entrepreneurship/market-identification/16562213">https://www.studocu.com/ph/document/san-pedro-college/entrepreneurship/market-identification/16562213</a></li> <li>Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. Conduct Quiz What is the primary purpose of market identification? <ol style="list-style-type: none"> <li>To determine the size of the market</li> <li>To identify potential competitors</li> </ol>



	<p>c) To understand customer needs and preferences</p> <p>d) <b>All of the above</b></p> <p>Which of the following is not a factor to consider when identifying a target market?</p> <p>a) Demographic characteristics</p> <p>b) Psychographic characteristics</p> <p>c) Geographical location</p> <p>d) <b>Product price</b></p> <p>Which of the following techniques is most effective for gathering market data?</p> <p>a) Surveys</p> <p>b) Focus groups</p> <p>c) Interviews</p> <p>d) <b>Observation</b></p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 14	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Market Motivation Analysis of Market Potential</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of market motivation.</li> <li>Identify factors influencing market potential.</li> <li>Analyze the importance of market motivation in business strategies</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly define market motivation and its relevance in assessing market potential.</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Factors influencing market motivation: consumer behavior, economic trends, and competitive landscape.</p> <p>Tools and techniques for analyzing market potential: SWOT analysis, PEST analysis, and market segmentation.</p> <p>Case studies highlighting successful market motivation analysis in various industries.</p> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>In-Class: Group discussion on a recent market motivation analysis case.</li> <li>Homework: Write a one-page report on a company's market motivation</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://scholarship.org/content/qt39s5f10c/qt39s5f10c_noSplash_3f290d3748b918d2bfbb46f6b69b7040.pdf?t=lnovit">https://scholarship.org/content/qt39s5f10c/qt39s5f10c_noSplash_3f290d3748b918d2bfbb46f6b69b7040.pdf?t=lnovit</a>  <a href="https://fastercapital.com/content/Market-Potential-Analysis--Market-Potential-Analysis-for-Business-Expansion.html">https://fastercapital.com/content/Market-Potential-Analysis--Market-Potential-Analysis-for-Business-Expansion.html</a> </li> <li>Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to



	<p>answer and discuss.</p> <p>Conduct Quiz</p> <p>What is market motivation primarily concerned with?</p> <ul style="list-style-type: none"><li>A) Pricing strategies</li><li>B) <b>Consumer behavior</b></li><li>C) Distribution channels</li><li>D) Product features</li></ul> <p>Which of the following is a tool used for market analysis?</p> <ul style="list-style-type: none"><li>A) <b>SWOT analysis</b></li><li>B) Financial accounting</li><li>C) Inventory management</li><li>D) Employee training</li></ul> <p>A successful market motivation analysis can lead to:</p> <ul style="list-style-type: none"><li>A) Increased competition</li><li>B) <b>Better strategic decisions</b></li><li>C) Higher production costs</li><li>D) Decreased market share</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 15	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Product Policies—What to Sell</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of product policies.</li> <li>Identify the importance of product policies in business strategy.</li> <li>Explore the relationship between product policies and business objectives.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction</b> (5 minutes)           <ul style="list-style-type: none"> <li>Briefly explain what product policies are and their role in determining what a company sells.</li> </ul> </li> <li><b>Development</b> (25 minutes)           <p>Definition of product policies and their significance. Product policy is defined as the broad guidelines related to the production and development of a product. These policies are generally decided by the top management of a company i.e. board of directors. It is like a long term planning with respect to the product-mix of the company in order to deliver maximum customer satisfaction.</p> <p>-Types of product policies: product line, product mix, and product quality.</p> <p><b>Survival</b> The main objective of any company is to stay in the market profitably.</p> <p><b>2. Growth</b> Based on the long term goals of the company the policies are defined to get a good growth in the market.</p> <p><b>3. Flexibility</b> The product policy needs to be flexible to the changing needs of the customers, government regulations, global trends and economy.</p> <p><b>4. Scalability</b> The companies should use its resources properly to make the most of its valuable resources. With time the company needs</p> </li> </ol>



	<p>to develop economies of scale to improve profits -The impact of product policies on consumer perception and sales.</p> <p><b>3. Exercise (5 minutes) –</b> In-class: Group discussion on how product policies affect marketing strategies. Homework: Research a company’s product policy and prepare a short presentation.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://phantran.net/product-policies-what-to-sell/">https://phantran.net/product-policies-what-to-sell/</a> <a href="https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/13678-product-policy.html#google_vignette">https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/13678-product-policy.html#google_vignette</a> <a href="https://www.shs-conferences.org/articles/shsconf/pdf/2021/03/shsconf_glob20_02048.pdf">https://www.shs-conferences.org/articles/shsconf/pdf/2021/03/shsconf_glob20_02048.pdf</a></li> <li>Spend 5 minutes to wrap up and consolidate the learning’s</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <p>What do product policies determine?</p> <p>A) Marketing strategies B) <b>What to sell</b> C) Pricing strategies</p> <p>Which of the following is NOT a type of product policy?</p> <p>A) Product line B) <b>Pricing policy</b> C) Product quality</p> <p>Why are product policies important?</p> <p>A) They determine employee salaries B) <b>They guide product decisions</b> C) They influence company location</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 16	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: , Ethics in Sales</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Define ethics in sales. b. Explore the importance of ethical behavior in sales. c. Identify common ethical dilemmas faced by sales professionals.
<b>Teaching Aids (if any)</b>	a. Use of Power point projection system. b. Live Examples c. News from ET
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b>            - Introduce the concept of ethics in sales and its relevance in maintaining trust and integrity in business relationships.</li> <li><b>Development (25 minutes)</b>            Definition of Sales Ethics: Discuss what constitutes ethical behavior in sales.            Importance of Ethics: Explain why ethical practices are crucial for long-term success and customer trust.            Common Ethical Dilemmas: Identify scenarios where sales professionals may face ethical challenges</li> <li><b>Exercise (5 minutes) –</b>            Activity: Role-play different sales scenarios to identify ethical dilemmas.            Homework: Research a company known for its ethical sales practices and prepare a short presentation.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://snov.io/glossary/sales-ethics/">https://snov.io/glossary/sales-ethics/</a>  <a href="https://jumpseller.in/learn/sales-ethics-7-important-things-to-know/">https://jumpseller.in/learn/sales-ethics-7-important-things-to-know/</a>  <a href="https://indiafreenotes.com/ethics-in-sales-management/">https://indiafreenotes.com/ethics-in-sales-management/</a></li> <li>Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	<p>Conduct Quiz</p> <p>What is a key component of sales ethics?</p> <p>A) Aggressive selling B) <b>Honesty and transparency</b> C) Maximizing profit at all costs</p> <p>Why is ethics important in sales?</p> <p>A) It increases sales volume B) <b>It builds customer trust</b> C) It reduces costs</p> <p>Which of the following is an example of an ethical dilemma in sales?</p> <p>A) Offering a discount B) <b>Misrepresenting a product</b> C) Following up with a customer</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 17	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Selection of Sales Force</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the importance of selecting the right sales force. b. Identify key factors influencing sales force selection. c. Learn the basic methods of evaluating sales candidates.
<b>Teaching Aids (if any)</b>	a. Use of Power point projection system. b. Live Examples c. News from ET
<b>Teaching Development</b>	1. <b>Introduction (5 minutes)</b> - Briefly discuss the role of a sales force in an organization and why selecting the right individuals is crucial for success. 2. <b>Development (25 minutes)</b> Key Factors in Sales Force Selection: Discuss the importance of skills, experience, and cultural fit. Methods of Evaluation: Overview of interviews, assessments, and reference checks. Legal and Ethical Considerations: Highlight the importance of fairness and compliance in the selection process. 3. <b>Exercise (5 minutes) –</b> Activity: Role-play interviews for sales positions in pairs. Homework: Write a reflection on the role of cultural fit in sales force selection.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Questions from the Syllabus. 3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff & Govani. 4. <a href="https://subhosir.wordpress.com/wp-content/uploads/2017/08/mm301-chapter-05-recruitment-selection.pdf">https://subhosir.wordpress.com/wp-content/uploads/2017/08/mm301-chapter-05-recruitment-selection.pdf</a> 5. <a href="http://courseware.cutm.ac.in/wp-content/uploads/2021/01/Recruitment-and-Selection-of-the-Salesforce.pdf">http://courseware.cutm.ac.in/wp-content/uploads/2021/01/Recruitment-and-Selection-of-the-Salesforce.pdf</a> 6. <a href="https://subhosir.wordpress.com/wp-content/uploads/2017/08/mm301-chapters-04-06-management-hiring-training-ppt.pdf">https://subhosir.wordpress.com/wp-content/uploads/2017/08/mm301-chapters-04-06-management-hiring-training-ppt.pdf</a> 7. Spend 5 minutes to wrap up and consolidate the learning's



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Conduct Quiz</p> <p>What is the most important factor in sales force selection?</p> <ul style="list-style-type: none"><li>A) Skills</li><li>B) Experience</li><li>C) Cultural Fit</li><li>D) <b>All of the above</b></li></ul> <p>Which method is NOT typically used in evaluating sales candidates?</p> <ul style="list-style-type: none"><li>A) Interviews</li><li>B) Reference Checks</li><li>C) Personality Tests</li><li>D) <b>Social Media Analysis</b></li></ul> <p>Why is it important to consider legal aspects in sales force selection?</p> <ul style="list-style-type: none"><li>A) To avoid lawsuits</li><li>B) To ensure fairness</li><li>C) To comply with regulations</li><li>D) <b>All of the above</b></li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 18	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Functions of Sales executive</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand the fundamental role of a sales executive. b. Identify key responsibilities associated with the position. c. Recognize the importance of sales executives in a business.
<b>Teaching Aids (if any)</b>	a. Use of Power point projection system. b. Live Examples c. News from ET
<b>Teaching Development</b>	1. <b>Introduction (5 minutes)</b> - Briefly explain what a sales executive does and their significance in driving sales and revenue for a company 2. <b>Development (25 minutes)</b> -Role Definition: Define what a sales executive is and their primary functions. -Key Responsibilities: Discuss responsibilities such as client relationship management, sales strategy implementation, and market research. -Impact on Business: Explore how effective sales executives contribute to overall business success. 3. <b>Exercise (5 minutes) –</b> Activity: Role-play interviews for sales positions in pairs. Homework: Write a reflection on the role of cultural fit in sales force selection.
<b>Closure</b>	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Questions from the Syllabus. 3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff & Govani. 4. <a href="https://www.tutorialspoint.com/functions_of_sales_manager/functions_of_sales_manager_tutorial.pdf">https://www.tutorialspoint.com/functions_of_sales_manager/functions_of_sales_manager_tutorial.pdf</a> 5. <a href="https://in.indeed.com/career-advice/finding-a-job/role-of-sales-executive">https://in.indeed.com/career-advice/finding-a-job/role-of-sales-executive</a> 6. <a href="https://resources.workable.com/sales-executive-job-description">https://resources.workable.com/sales-executive-job-description</a> Spend 5 minutes to wrap up and consolidate the learning's
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to



	<p>answer and discuss.</p> <ul style="list-style-type: none"><li>- Conduct Quiz</li></ul> <p>What is the primary role of a sales executive?</p> <ul style="list-style-type: none"><li>A) Managing finances</li><li>B) <b>Driving sales and revenue</b></li><li>C) Overseeing production</li></ul> <p>Which of the following is NOT a responsibility of a sales executive?</p> <ul style="list-style-type: none"><li>A) Client relationship management</li><li>B) Market research</li><li>C) <b>IT support</b></li></ul> <p>Why are sales executives important for a business?</p> <ul style="list-style-type: none"><li>A) They handle HR tasks</li><li>B) <b>They contribute to business growth</b></li><li>C) They manage logistics</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 19	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Motivation of sales force</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define motivation and its significance in sales.</li> <li>Identify different types of motivation.</li> <li>Discuss the impact of motivation on sales performance.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief definition of motivation and its relevance in a sales context. Highlight how motivated salespeople can significantly enhance organizational performance.</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Types of Motivation: Explore intrinsic vs. extrinsic motivation and their implications on sales force performance.</p> <p>Theories of Motivation: Discuss key motivation theories such as Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory.</p> <p>Impact on Performance: Analyze how motivation affects sales outcomes, including productivity and employee retention.</p> </li> <li><b>Exercise (5 minutes) –</b> <p>Activity: Group discussion on personal motivation factors.</p> <p>Homework: Write a reflection on what motivates you in a sales role.</p> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.</li> <li><a href="https://egyankosh.ac.in/bitstream/123456789/85953/1/Unit-7.pdf">https://egyankosh.ac.in/bitstream/123456789/85953/1/Unit-7.pdf</a></li> <li><a href="https://www.revistadestatistica.ro/suplimente/2013/1_2013/srrs1_2013a06.pdf">https://www.revistadestatistica.ro/suplimente/2013/1_2013/srrs1_2013a06.pdf</a></li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss.



	<p>- Conduct Quiz</p> <p>What is intrinsic motivation?</p> <p>A) Motivation driven by external rewards B) <b>Motivation driven by internal satisfaction</b> C) Motivation based on fear D) None of the above</p> <p>Which theory suggests that human needs are arranged in a hierarchy?</p> <p>A) Herzberg's Theory B) <b>Maslow's Hierarchy</b> C) McGregor's Theory D) Vroom's Expectancy Theory</p> <p>What is a likely outcome of a highly motivated sales force?</p> <p>A) Decreased productivity B) Increased employee turnover C) <b>Improved sales performance</b> D) None of the above</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 21	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Concepts, Importance and Need of Channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define what a channel is in the context of marketing and sales</li> <li>Explain the importance of channels in reaching target customers</li> <li>Discuss the different types of channels available to businesses</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Video- <a href="https://www.youtube.com/watch?v=HnYXNUsi9-M">https://www.youtube.com/watch?v=HnYXNUsi9-M</a></li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Ask students to think about how they discover and purchase products or services. Discuss the various touchpoints they encounter.</li> <li>Explain that these touchpoints are examples of channels that businesses use to connect with customers.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Channels are the means by which a company delivers its products or services to customers. They include physical stores, online platforms, distributors, and more.</li> <li>-Choosing the right channels is crucial for businesses to effectively reach and engage their target audience. The wrong channels can lead to wasted resources and missed opportunities.</li> <li>-There are various types of channels, including direct (e.g., company-owned stores) and indirect (e.g., third-party retailers). The optimal channel strategy often involves a mix of both.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Students should research a company of their choice and identify the channels it uses to reach customers. They should analyze the effectiveness of the company's channel strategy and suggest any improvements.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> </ol>



	<p>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://gacbe.ac.in/pdf/ematerial/18MCO14E-U4.pdf">https://gacbe.ac.in/pdf/ematerial/18MCO14E-U4.pdf</a>  <a href="https://resources.saylor.org/wwwresources/site/wp-content/uploads/2012/12/BUS203-5.1_Channel-concepts.pdf">https://resources.saylor.org/wwwresources/site/wp-content/uploads/2012/12/BUS203-5.1_Channel-concepts.pdf</a>  Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Conduct Quiz</li> </ul> <p>Which of the following is an example of a direct channel?</p> <ol style="list-style-type: none"> <li>a) Online marketplace</li> <li>b) <b>Physical retail store</b></li> <li>c) Distributor</li> <li>d) Affiliate marketing</li> </ol> <p>The right channel strategy is important for businesses to:</p> <ol style="list-style-type: none"> <li>a) Reduce costs</li> <li>b) Increase brand awareness</li> <li>c) Effectively reach target customers</li> <li>d) <b>All of the above</b></li> </ol> <p>Which of the following is not a consideration when choosing a channel strategy?</p> <ol style="list-style-type: none"> <li>a) Target audience preferences</li> <li>b) Product characteristics</li> <li>c) Competitor analysis</li> <li>d) <b>Employee satisfaction</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 21	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Concepts, Importance and Need of Channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define what a channel is in the context of marketing and sales</li> <li>Explain the importance of channels in reaching target customers</li> <li>Discuss the different types of channels available to businesses</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Video- <a href="https://www.youtube.com/watch?v=HnYXNUsi9-M">https://www.youtube.com/watch?v=HnYXNUsi9-M</a></li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Ask students to think about how they discover and purchase products or services. Discuss the various touchpoints they encounter.</li> <li>Explain that these touchpoints are examples of channels that businesses use to connect with customers.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Channels are the means by which a company delivers its products or services to customers. They include physical stores, online platforms, distributors, and more.</li> <li>-Choosing the right channels is crucial for businesses to effectively reach and engage their target audience. The wrong channels can lead to wasted resources and missed opportunities.</li> <li>-There are various types of channels, including direct (e.g., company-owned stores) and indirect (e.g., third-party retailers). The optimal channel strategy often involves a mix of both.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Students should research a company of their choice and identify the channels it uses to reach customers. They should analyze the effectiveness of the company's channel strategy and suggest any improvements.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> </ol>



	<p>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://gacbe.ac.in/pdf/ematerial/18MCO14E-U4.pdf">https://gacbe.ac.in/pdf/ematerial/18MCO14E-U4.pdf</a>  <a href="https://resources.saylor.org/wwwresources/site/wp-content/uploads/2012/12/BUS203-5.1_Channel-concepts.pdf">https://resources.saylor.org/wwwresources/site/wp-content/uploads/2012/12/BUS203-5.1_Channel-concepts.pdf</a>            Spend 5 minutes to wrap up and consolidate the learning's</p>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Conduct Quiz</li> </ul> <p>Which of the following is an example of a direct channel?</p> <ol style="list-style-type: none"> <li>a) Online marketplace</li> <li>b) <b>Physical retail store</b></li> <li>c) Distributor</li> <li>d) Affiliate marketing</li> </ol> <p>The right channel strategy is important for businesses to:</p> <ol style="list-style-type: none"> <li>a) Reduce costs</li> <li>b) Increase brand awareness</li> <li>c) Effectively reach target customers</li> <li>d) <b>All of the above</b></li> </ol> <p>Which of the following is not a consideration when choosing a channel strategy?</p> <ol style="list-style-type: none"> <li>a) Target audience preferences</li> <li>b) Product characteristics</li> <li>c) Competitor analysis</li> <li>d) <b>Employee satisfaction</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 22	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Flows in Channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of marketing channels.</li> <li>Identify the different types of marketing channels.</li> <li>Recognize the importance of flows in marketing channels.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief overview of marketing channels and their significance in the distribution of products from producers to consumers.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Definition of marketing channels and their role in the supply chain.</li> <li>Types of marketing channels: direct vs. indirect channels.</li> <li>The importance of understanding flows: product, information, and financial flows.</li> <li>Product flow 2. Negotiation flow 3. Ownership flow 4. Information flow 5. Promotion flow</li> <li>Importance of Flows in marketing channels</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Activity: Group discussion on the marketing channels used by a chosen product.</li> <li>Homework: Research a product and identify its marketing channel.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://www.opentextbooks.org.hk/zh-hant/ditatopic/40329">https://www.opentextbooks.org.hk/zh-hant/ditatopic/40329</a>  <a href="https://resources.saylor.org/wwwresources/site/wp-content/uploads/2012/12/BUS203-5.1_Channel-concepts.pdf">https://resources.saylor.org/wwwresources/site/wp-content/uploads/2012/12/BUS203-5.1_Channel-concepts.pdf</a>  <a href="https://www.marketing91.com/channel-flows-in-marketing/">https://www.marketing91.com/channel-flows-in-marketing/</a> </li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Conduct Quiz</li> </ul> <p>What is a marketing channel?</p> <ul style="list-style-type: none"> <li>A) A method of communication</li> <li><b>B) A path through which products flow</b></li> <li>C) A type of advertisement</li> </ul> <p>Which of the following is a direct marketing channel?</p> <ul style="list-style-type: none"> <li>A) Manufacturer → Wholesaler → Retailer → Consumer</li> <li><b>B) Manufacturer → Consumer</b></li> <li>C) Wholesaler → Retailer</li> </ul> <p>Why are flows important in marketing channels?</p> <ul style="list-style-type: none"> <li>A) They increase costs</li> <li><b>B) They ensure product availability</b></li> <li>C) They complicate logistics</li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 23	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Levels of Channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Differentiate between the levels of marketing channels</li> <li>Recognize the importance of channel selection in marketing strategy.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Define marketing channels and their role in the marketing mix</li> <li>Highlight the significance of effective channel management.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Direct marketing channels</li> <li>Definition and examples</li> <li>Advantages and disadvantages</li> <li>Indirect marketing channels</li> <li>Definition and examples</li> <li>Types of intermediaries (wholesalers, retailers, agents)</li> <li>Levels of marketing channels</li> <li>Zero-level channel (direct marketing)</li> <li>One-level channel (retailer)</li> <li>Two-level channel (wholesaler and retailer)</li> <li>Three-level channel (agent, wholesaler, and retailer)</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Divide the class into groups and assign each group a different level of marketing channel</li> <li>Ask each group to discuss the advantages and disadvantages of their assigned channel level</li> <li>Have each group present their findings to the class</li> <li>Research a company of your choice and identify the level of marketing channel they use</li> <li>Write a short essay (500 words) explaining the reasons behind their channel selection and how it aligns with their overall marketing strategy</li> </ul> </li> </ol>



<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://vikramuniv.ac.in/files/wp-content/uploads/MBA_II_MM_Levels_of_Distribution_Channel_Dr._Kamran_Sultan.pdf">https://vikramuniv.ac.in/files/wp-content/uploads/MBA_II_MM_Levels_of_Distribution_Channel_Dr._Kamran_Sultan.pdf</a> <a href="https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2585-channel-levels.html#google_vignette">https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/2585-channel-levels.html#google_vignette</a></li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Conduct Quiz</li> </ul> <p>Which of the following is not a type of intermediary in indirect marketing channels?</p> <ol style="list-style-type: none"> <li>a) Wholesaler</li> <li>b) Retailer</li> <li>c) Agent</li> <li>d) <b>Manufacturer</b></li> </ol> <p>A zero-level channel is also known as:</p> <ol style="list-style-type: none"> <li>a) <b>Direct marketing</b></li> <li>b) Indirect marketing</li> <li>c) Wholesaler</li> <li>d) Retailer</li> </ol> <p>Which level of marketing channel involves the most number of intermediaries?</p> <ol style="list-style-type: none"> <li>a) Zero-level</li> <li>b) One-level</li> <li>c) Two-level</li> <li>d) <b>Three-level</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 24	<b>Course Name: ales and Distribution Management</b>  <b>Topic: Classification of distribution channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Identify various types of distribution channels.</li> <li>Recognize the importance of distribution channels in marketing.</li> <li>Define direct distribution channels.</li> <li>Explore the advantages and disadvantages of direct distribution.</li> <li>Analyze examples of businesses using direct distribution</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly explain what distribution channels are and their role in connecting producers to consumers.</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Definition of Distribution Channels: Overview of what constitutes a distribution channel. - There are three types of distribution channels: direct, indirect and hybrid. Direct. With the direct channel, the company sells directly to the customer. For example, a brewery that brews its own beer and sells it to customers at its own brick-and-mortar location employs a direct channel of distribution.</p> <p>Types of Distribution Channels: Direct vs. indirect channels.</p> <p>Importance of Distribution Channels: How they affect marketing strategy and customer access.</p> </li> <li><b>Exercise (5 minutes) –</b> <p>Group discussion on different distribution channels used by local businesses.</p> <p>Homework: Research and write a short report on a company's distribution strategy.</p> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://www.geeksforgeeks.org/types-of-distribution-channels/">https://www.geeksforgeeks.org/types-of-distribution-channels/</a> </li> </ol>



	<p><a href="https://happay.com/blog/distribution-channel/">https://happay.com/blog/distribution-channel/</a> <a href="https://www.investopedia.com/terms/d/distribution-channel.asp">https://www.investopedia.com/terms/d/distribution-channel.asp</a></p> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>- Conduct Quiz</li></ul> <p>What is a direct distribution channel?</p> <ul style="list-style-type: none"><li>a) Selling through intermediaries</li><li>b) Selling directly to consumers (Correct)</li><li>c) Selling online only</li><li>d) None of the above</li></ul> <p>What is an advantage of direct distribution?</p> <ul style="list-style-type: none"><li>a) Lower costs</li><li>b) Greater control over branding (Correct)</li><li>c) Wider market reach</li><li>d) None of the above</li></ul> <p>Which of the following is a disadvantage of direct distribution?</p> <ul style="list-style-type: none"><li>a) Increased customer loyalty</li><li>b) Higher operational costs (Correct)</li><li>c) Better market feedback</li><li>d) None of the above</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 25	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Channel Structures</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. Understand different distribution channel structures. b. Evaluate the effectiveness of various structures.
<b>Teaching Aids (if any)</b>	a. Use of Power point projection system. b. Live Examples c. News from ET
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Define distribution channel structures and their significance.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Direct Distribution Channels: Characteristics and examples.</li> <li>Indirect Distribution Channels: Role of intermediaries.</li> <li>Hybrid Distribution Channels: Combining direct and indirect methods.</li> <li>One level channel</li> <li>Two level channel</li> <li>Three level Channel</li> <li>Intensive distribution</li> <li>Selective distribution</li> <li>Exclusive distribution</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>In-Class Activity: Group activity to categorize businesses based on their distribution structures.</li> <li>Homework: Compare and contrast two companies with different distribution channel structures.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://courses.lumenlearning.com/clinton-marketing/chapter/reading-channel-structures/">https://courses.lumenlearning.com/clinton-marketing/chapter/reading-channel-structures/</a>  <a href="https://goadfuel.com/different-types-and-structure-of-distribution-channels-in-marketing/">https://goadfuel.com/different-types-and-structure-of-distribution-channels-in-marketing/</a> </li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>- Conduct Quiz<ul style="list-style-type: none"><li>What is a direct distribution channel?<ul style="list-style-type: none"><li>a) Selling through intermediaries</li><li>b) Selling directly to consumers (Correct)</li><li>c) Selling online only</li><li>d) None of the above</li></ul></li><li>What is an advantage of direct distribution?<ul style="list-style-type: none"><li>a) Lower costs</li><li>b) Greater control over branding (Correct)</li><li>c) Wider market reach</li><li>d) None of the above</li></ul></li><li>Which of the following is a disadvantage of direct distribution?<ul style="list-style-type: none"><li>a) Increased customer loyalty</li><li>b) Higher operational costs (Correct)</li><li>c) Better market feedback</li><li>d) None of the above</li></ul></li></ul></li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 26	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Participants: Wholesalers</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the role of wholesalers in the supply chain.</li> <li>Identify different types of wholesalers.</li> <li>Analyze the importance of wholesalers for retailers and manufacturers.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Introduce the concept of wholesalers and their significance in the distribution channel. Discuss how they serve as intermediaries between manufacturers and retailers.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Definition and functions of wholesalers in the channel-Wholesalers are independent organizations that act as intermediaries in the distribution channel of consumer goods. They help manufacturers reach a larger consumer base and different locations by moving goods from producers to their warehouses and then to retailers. Wholesalers also offer delivery services to reach a wider market and keep major customers. .</li> <li>Types of wholesalers: Merchant wholesalers Agents, and brokers.</li> <li>The impact of wholesalers on pricing and inventory management.</li> <li>Benefits of wholesalers: cost savings, risk reduction, and market access.</li> <li>Challenges faced by wholesalers: competition and changing market dynamics.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Activity: Group discussion on the advantages and disadvantages of using wholesalers.</li> </ul> </li> </ol>



	<p>-Homework: Write a short essay on how wholesalers affect retail pricing..</p>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Discuss the Questions from the Syllabus.</li><li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://faculty.ksu.edu.sa/sites/default/files/chapter_02_0.pdf">https://faculty.ksu.edu.sa/sites/default/files/chapter_02_0.pdf</a> <a href="https://www.studocu.com/ph/document/saint-estanislaos-college-inc/distribution-management/chapter-2-lecture-notes-1/23416169">https://www.studocu.com/ph/document/saint-estanislaos-college-inc/distribution-management/chapter-2-lecture-notes-1/23416169</a></li></ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>- Conduct Quiz<ul style="list-style-type: none"><li>What is the primary function of a wholesaler?<ul style="list-style-type: none"><li>A) Retail sales</li><li>B) Distributing goods to retailers (Correct Answer)</li><li>C) Manufacturing products</li><li>D) Consumer sales</li></ul></li><li>Which type of wholesaler takes title to the goods?<ul style="list-style-type: none"><li>A) Agent</li><li>B) Broker</li><li>C) Merchant wholesaler (Correct Answer)</li><li>D) Manufacturer</li></ul></li><li>How do wholesalers help retailers?<ul style="list-style-type: none"><li>A) By increasing prices</li><li>B) By providing storage and bulk purchasing (Correct Answer)</li><li>C) By eliminating competition</li><li>D) By reducing product quality</li></ul></li></ul></li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 27	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Participants- Retailers</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the role of retailers in the marketing channel.</li> <li>Identify different types of retailers.</li> <li>Analyze the impact of retailers on consumer behavior.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly discuss the importance of retailers in the supply chain and their role in connecting manufacturers to consumers.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>The definition and functions of retailers in the marketing channel.</li> <li>Types of retailers: department stores, specialty stores, supermarkets, and online retailers.</li> <li>Retailers' Growing Power in Marketing Channels.</li> <li>Distribution Tasks Performed by Retailers.</li> <li>Overview of brick-and-mortar vs. online retailers</li> <li>Functions of retailers: providing assortment, breaking bulk, and holding inventory.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Activity: Group discussion on favorite retailers and their unique offerings.</li> <li>Homework: Research a local retailer and prepare a short report on its business model.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://faculty.ksu.edu.sa/sites/default/files/chapter_02_0.pdf">https://faculty.ksu.edu.sa/sites/default/files/chapter_02_0.pdf</a>  <a href="https://www.studocu.com/ph/document/saint-estislao-kostka-college-inc/distribution-management/chapter-2-lecture-notes-1/23416169">https://www.studocu.com/ph/document/saint-estislao-kostka-college-inc/distribution-management/chapter-2-lecture-notes-1/23416169</a> </li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"><li>- Conduct Quiz<ul style="list-style-type: none"><li>What is the primary role of retailers?<ul style="list-style-type: none"><li>A) Manufacturing products</li><li>B) Connecting consumers to products</li><li>C) Distributing products to wholesalers</li></ul>Answer: B</li><li>Which of the following is NOT a type of retailer?<ul style="list-style-type: none"><li>A) Supermarket</li><li>B) Manufacturer</li><li>C) Specialty store</li></ul>Answer: B</li><li>Retailers primarily influence:<ul style="list-style-type: none"><li>A) Product design</li><li>B) Consumer behavior</li><li>C) Raw material sourcing</li></ul>Answer: B</li></ul></li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 28	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Participants - Facilitating Agencies</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Identify various types of facilitating agencies.</li> <li>Understand the functions of each type of agency.</li> <li>Evaluate the importance of these agencies in the marketing channel.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Introduce the concept of facilitating agencies and their significance in marketing channels.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Brokers: Explain their role in connecting buyers and sellers.</li> <li>-Agents: Discuss how agents represent manufacturers and negotiate sales.</li> <li>-Logistics Providers: Describe how they manage the transportation and storage.</li> <li>-Automation: Discuss how automation improves efficiency.</li> <li>-Data Analytics: Explain the use of data in decision-making.</li> <li>-E-commerce: Explore how online platforms have changed the landscape for facilitating agencies.</li> <li>AI and Automation: Discuss the role of AI in enhancing agency operations.</li> <li>Sustainability Trends: Explore how sustainability is becoming a priority for agencies.</li> <li>Consumer Behavior Changes: Analyze how shifts in consumer behavior affect</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Activity: Create a chart categorizing different types of facilitating agencies.</li> <li>Homework: Interview a local business about their use of facilitating agencies.</li> </ul> </li> </ol>



<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Discuss the Questions from the Syllabus.</li><li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://faculty.ksu.edu.sa/sites/default/files/chapter_02_0.pdf">https://faculty.ksu.edu.sa/sites/default/files/chapter_02_0.pdf</a> <a href="https://www.studocu.com/ph/document/saint-estislao-kostka-college-inc/distribution-management/chapter-2-lecture-notes-1/23416169">https://www.studocu.com/ph/document/saint-estislao-kostka-college-inc/distribution-management/chapter-2-lecture-notes-1/23416169</a></li></ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is the primary role of a broker?</p> <p>A) To manufacture goods B) To connect buyers and sellers (Correct Answer: B) C) To store goods</p> <p>Agents typically:</p> <p>A) Work independently B) Represent a manufacturer (Correct Answer: B) C) Sell directly to consumers</p> <p>Which of the following is a function of logistics providers?</p> <p>A) Marketing products B) Managing transportation (Correct Answer: B) C) Setting prices</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 29	<b>Course Name</b> Sales and Distribution <b>Management</b>	<b>Course No.:</b> MBA-313
	<b>Topic:</b> Design marketing channels	

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the factors influencing channel design.</li> <li>Learn how to evaluate different channel options.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Introduce the concept of channel design and its significance.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-What is Channel Design? - Channel design is a plan for the distribution and movement of products and services from the producer to the customer. A channel is defined as “a chain of linked businesses or individuals through which a product or service passes from one person or firm to another.”</li> <li>- Importance of Channel Design Decisions</li> <li>-Elements of a Marketing Channel Design</li> <li>-Steps involved in Channel Design</li> <li>-Market Factors: Discuss customer needs and market characteristics.</li> <li>-Product Factors: Explain how product type influences channel choice.</li> <li>- Company Factors: Overview of company resources and objectives.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Group activity to brainstorm channel design for a new product.</li> <li>Homework: Write a reflection on how different factors might affect a specific product’s channel design.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://www.marketing91.com/channel-design/">https://www.marketing91.com/channel-design/</a> </li> </ol>



	Spend 5 minutes to wrap up and consolidate the learning's
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is a key factor in channel design?</p> <p>A) Employee skills B) Market characteristics C) Office location Correct Answer: B</p> <p>How does product type influence channel design?</p> <p>A) It determines the price B) It affects the distribution method C) It influences advertising strategies Correct Answer: B</p> <p>Which company factor is crucial in channel design?</p> <p>A) Brand loyalty B) Company resources C) Employee satisfaction Correct Answer: B</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 30	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Customer Oriented Marketing Channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of customer-oriented marketing channels.</li> <li>Identify the importance of aligning marketing channels with customer needs.</li> <li>Explore different types of marketing channels.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief overview of marketing channels and their significance in connecting businesses with customers. Highlight the shift towards customer-oriented strategies in marketing.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Understanding Customer Needs: Discuss how understanding customer preferences shapes marketing strategies.</li> <li>Types of Marketing Channels: Explore various channels such as direct, indirect, and digital marketing.</li> <li>Channel Design Strategies: Analyse how to design channel that cater to specific customer segments.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Activity: Group discussion on different marketing channels used by local businesses.</li> <li>Homework: Research and write a short essay on a brand's marketing channel strategy.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://www.marketing91.com/channel-design/">https://www.marketing91.com/channel-design/</a>            Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is the primary focus of customer-oriented marketing channels?</p> <p>A) Product features B) Customer needs C) Company profits</p> <p>Answer: B</p> <p>Which of the following is NOT a type of marketing channel?</p> <p>A) Direct B) Indirect C) Internal</p> <p>Answer: C</p> <p>What is a key component in designing marketing channels?</p> <p>A) Cost analysis B) Employee satisfaction C) Product packaging</p> <p>Answer: A</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 31	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Management in rural markets</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Identify the unique characteristics of rural markets.</li> <li>Recognize the importance of effective channel management in rural settings.</li> <li>Identify factors influencing purchasing decisions.</li> <li>Discuss the role of cultural aspects in consumer behavior.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly introduce channel management and its significance in marketing.</li> <li>Discuss the growing importance of rural markets in the economy.</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Characteristics of Rural Markets: Discuss demographic, economic, and cultural factors.</p> <p>Challenges in Channel Management: Identify barriers such as infrastructure, literacy, and technology.</p> <p>Strategies for Effective Channel Management: Explore tailored approaches like local partnerships and community engagement.</p> <p>Cultural Influences: Discuss how traditions and values affect buying behavior.</p> <p>Economic Factors: Explore income levels and spending habits in rural areas.</p> <p>Social Influences: Examine the impact of community and family on purchasing decisions.</p> <p>Types of Distribution Channels: Discuss direct and indirect channels.</p> <p>Role of Intermediaries: Explain the function of wholesalers and retailers.</p> <p>Evaluating Channel Effectiveness: Analyze factors that</p> </li> </ol>



	<p>determine channel success.</p> <p><b>3. Exercise (5 minutes) –</b> Role-play scenarios to understand consumer decision-making processes. Interview a rural consumer about their purchasing habits.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.bms.co.in/channel-management-in-rural-markets/#google_vignette">https://www.bms.co.in/channel-management-in-rural-markets/#google_vignette</a> <a href="https://www.expertsmind.com/questions/channel-management-in-rural-market-30113339.aspx">https://www.expertsmind.com/questions/channel-management-in-rural-market-30113339.aspx</a> <a href="https://egyankosh.ac.in/bitstream/123456789/99677/1/Unit-13.pdf">https://egyankosh.ac.in/bitstream/123456789/99677/1/Unit-13.pdf</a> Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is a key characteristic of rural markets?</p> <p>A) High literacy rates B) Low population density C) Urban infrastructure Answer: B</p> <p>Which strategy is effective for channel management in rural areas?</p> <p>A) National advertising B) Local partnerships C) Online sales only Answer: B</p> <p>What is a common challenge in rural channel management?</p> <p>A) High competition B) Infrastructure issues C) Abundant resources Answer: B</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 32	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Selection of Channel Members</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Identify key criteria for selecting channel members.</li> <li>Understand the importance of channel member selection in marketing</li> <li>Learn the key factors to consider when selecting channel members.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Explain the role of channel members in the distribution process</li> <li>Highlight the significance of selecting the right channel members</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>valueate the channel member's sales efficiency</li> <li>Assess the channel member's product knowledge and experience</li> <li>Consider the channel member's administrative ability</li> <li>Analyze the risk factors involved in working with the channel member</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Create a list of criteria you would use to select channel members for a new product.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://theintactone.com/2022/11/23/channel-member-selection/">https://theintactone.com/2022/11/23/channel-member-selection/</a>  <a href="https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001853/M031457/ET/152809191814.22Q1.pdf">https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001853/M031457/ET/152809191814.22Q1.pdf</a>            Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <ul style="list-style-type: none"> <li>Conduct Quiz               <ul style="list-style-type: none"> <li>Which of the following is NOT a key factor to consider when</li> </ul> </li> </ul>



	<p>selecting channel members?</p> <ul style="list-style-type: none"><li>a) Sales efficiency</li><li>b) Product knowledge</li><li>c) Administrative ability</li><li>d) Pricing strategy</li></ul> <p>What is the primary purpose of evaluating a channel member's risk factors?</p> <ul style="list-style-type: none"><li>a) To determine their creditworthiness</li><li>b) To assess their potential for growth</li><li>c) To minimize the risks associated with working with them</li><li>d) To compare them with competitors</li></ul> <p>How can a manufacturer ensure that channel members have adequate product knowledge?</p> <ul style="list-style-type: none"><li>a) By providing training programs</li><li>b) By offering incentives for learning about the product</li><li>c) By hiring channel members with prior experience in the industry</li><li>d) By providing detailed product manuals</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 33	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Compensation of Channel Members</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the importance of channel member compensation</li> <li>Learn the key factors influencing compensation decisions</li> <li>Explore the different types of compensation structures</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Introduce the concept of channel member compensation</li> <li>Discuss the role of compensation in managing channel relationships</li> <li>Highlight the impact of compensation on channel member motivation and performance</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Factors influencing compensation decisions:               <ul style="list-style-type: none"> <li>Channel member's role and responsibilities</li> <li>Sales volume and market share</li> <li>Competitive landscape</li> <li>Company's overall compensation strategy</li> </ul> </li> <li>-Types of compensation structures:               <ul style="list-style-type: none"> <li>Commissions based on sales volume or profit</li> <li>Bonuses for achieving specific goals</li> <li>Discounts and rebates</li> <li>Reimbursement of expenses</li> </ul> </li> <li>-Aligning compensation with channel objectives:               <ul style="list-style-type: none"> <li>Encouraging channel members to focus on company priorities</li> <li>Incentivizing desired behaviors and performance</li> <li>Ensuring fairness and consistency across the channel</li> </ul> </li> <li>Forms of Compensating Channel Member               <ul style="list-style-type: none"> <li>- Quality Discount</li> <li>- Trade Discount</li> </ul> </li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Discuss the pros and cons of different compensation structures.</li> </ul> </li> </ol>



<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.scaleo.io/blog/channel-partner-commission-structure-a-full-guide-to-fair-revshare-compensation/">https://www.scaleo.io/blog/channel-partner-commission-structure-a-full-guide-to-fair-revshare-compensation/</a> <a href="https://www.kennect.io/post/channel-incentive-management">https://www.kennect.io/post/channel-incentive-management</a> Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is the primary purpose of channel member compensation?</p> <ol style="list-style-type: none"> <li>To maximize profits</li> <li><b>To motivate and reward channel members</b></li> <li>To control channel costs</li> <li>To build brand loyalty</li> </ol> <p>Which of the following is not a common type of compensation structure?</p> <ol style="list-style-type: none"> <li>Commissions</li> <li>Bonuses</li> <li>Discounts</li> <li><b>Profit sharing</b></li> </ol> <p>Which of these factors is least likely to influence compensation decisions?</p> <ol style="list-style-type: none"> <li>Channel member's role</li> <li>Company's overall strategy</li> <li>Competitor's compensation practices</li> <li><b>Channel member's personal relationships</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 34	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Performance Appraisal of Channel Members</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the importance of performance appraisal for channel members</li> <li>Learn the key factors to consider when evaluating channel member performance</li> <li>Explore different methods and techniques used in channel member performance appraisal</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Explain the concept of channel management and the role of channel members</li> <li>Highlight the significance of performance appraisal in maintaining effective channel relationships</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Factors influencing channel member performance:</p> <ul style="list-style-type: none"> <li>Sales volume and growth</li> <li>Market share and penetration</li> <li>Customer satisfaction and loyalty</li> <li>Inventory management and logistics</li> </ul> <p>Methods of performance appraisal:</p> <ul style="list-style-type: none"> <li>Sales reports and financial statements</li> <li>Customer feedback and surveys</li> <li>Mystery shopping and field visits</li> <li>Benchmarking against industry standards</li> </ul> <p>Techniques for performance improvement:</p> <ul style="list-style-type: none"> <li>Setting clear goals and objectives</li> <li>Providing training and support</li> <li>Offering incentives and rewards</li> <li>Addressing performance gaps and issues</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Role-play a performance appraisal meeting between a</li> </ul> </li> </ol>



	manufacturer and a distributor
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Discuss the Questions from the Syllabus.</li><li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.salesprocentral.com/channels/compensation/">https://www.salesprocentral.com/channels/compensation/</a> Spend 5 minutes to wrap up and consolidate the learning's</li></ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What are the key factors to consider when evaluating channel member performance?</p> <ol style="list-style-type: none"><li>a) Sales volume, market share, and customer satisfaction</li><li>b) Inventory management, logistics, and financial statements</li><li>c) <b>All of the above</b></li><li>d) None of the above</li></ol> <p>Which of the following is not a method of performance appraisal?</p> <ol style="list-style-type: none"><li>a) Sales reports</li><li>b) Customer feedback</li><li>c) Mystery shopping</li><li>d) <b>Benchmarking against industry standards</b></li></ol> <p>Which of the following techniques is most effective for improving channel member performance?</p> <ol style="list-style-type: none"><li>a) Setting clear goals and objectives</li><li>b) Providing training and support</li><li>c) Offering incentives and rewards</li><li>d) <b>All of the above</b></li></ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 35	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Performance Appraisal of Channel Members-Methods</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Explore various methods used for channel member performance appraisal</li> <li>Understand the advantages and limitations of each method</li> <li>Determine the most appropriate method based on specific business requirements</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Role Play</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction</b> (5 minutes)           <ul style="list-style-type: none"> <li>Review the factors influencing channel member performance</li> <li>Introduce the concept of performance appraisal methods</li> </ul> </li> <li><b>Development</b> (25 minutes)           <ul style="list-style-type: none"> <li>ales reports and financial statements:               <ul style="list-style-type: none"> <li>Analyzing sales data and trends</li> <li>Reviewing financial performance and profitability</li> <li>Identifying areas for improvement</li> </ul> </li> <li>Customer feedback and surveys:               <ul style="list-style-type: none"> <li>Collecting customer satisfaction data</li> <li>Analyzing customer complaints and compliments</li> <li>Identifying areas for improvement based on customer feedback</li> </ul> </li> <li>Mystery shopping and field visits:               <ul style="list-style-type: none"> <li>Conducting unannounced visits to assess channel member performance</li> <li>Evaluating customer service, product knowledge, and store presentation</li> <li>Providing feedback and recommendations for improvement</li> </ul> </li> <li>Benchmarking against industry standards:               <ul style="list-style-type: none"> <li>Comparing channel member performance against industry benchmarks</li> <li>Identifying best practices and areas for improvement</li> </ul> </li> <li>Setting performance targets based on industry standards</li> </ul> </li> </ol>



	<p><b>3. Exercise (5 minutes) –</b> Role-play a performance appraisal meeting using different methods Assess the current performance appraisal methods used in your organization</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.salesprocentral.com/channels/compensation/">https://www.salesprocentral.com/channels/compensation/</a> Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>Which of the following methods is most effective for evaluating customer service performance?</p> <ol style="list-style-type: none"> <li>Sales reports and financial statements</li> <li>Customer feedback and surveys</li> <li><b>Mystery shopping and field visits</b></li> <li>Benchmarking against industry standards</li> </ol> <p>What is the primary advantage of using benchmarking against industry standards?</p> <ol style="list-style-type: none"> <li>Identifying areas for improvement</li> <li>Setting realistic performance targets</li> <li>Comparing channel member performance</li> <li><b>All of the above</b></li> </ol> <p>Which of the following methods is most suitable for evaluating overall channel member performance?</p> <ol style="list-style-type: none"> <li>Sales reports and financial statements</li> <li>Customer feedback and surveys</li> <li>Mystery shopping and field visits</li> <li><b>A combination of all the above methods</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 36	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Conflicts</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define channel conflicts and its importance in distribution management</li> <li>Understand the types of channel conflicts</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Role Play</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Explain the significance of distribution channels in marketing</li> <li>Introduce the concept of channel conflicts and its potential impact on business</li> </ul> </li> <li><b>Development (25 minutes)</b>            Definition of channel conflicts-Channel conflict refers to any dispute, disagreement or other similar issues that may occur between two or more channel partners.            Types of channel conflicts (horizontal, vertical, multi-channel)            Causes of channel conflicts (goal incompatibility, unclear roles and responsibilities, poor communication)         </li> <li><b>Exercise (5 minutes) –</b>            Write a short essay on the potential consequences of unresolved channel conflicts         </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://www.indeed.com/career-advice/career-development/channel-conflict">https://www.indeed.com/career-advice/career-development/channel-conflict</a>  <a href="https://vtex.com/en/blog/strategy/channel-conflict-management/">https://vtex.com/en/blog/strategy/channel-conflict-management/</a>  <a href="https://beatroute.io/glossary/channel-conflict/">https://beatroute.io/glossary/channel-conflict/</a>            Spend 5 minutes to wrap up and consolidate the learning's         </li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. - Conduct Quiz



	<p>Which of the following is not a type of channel conflict?</p> <ul style="list-style-type: none"><li>a) Horizontal conflict</li><li>b) Vertical conflict</li><li>c) <b>Diagonal conflict</b></li><li>d) Multi-channel conflict</li></ul> <p>Which of these is not a common cause of channel conflicts?</p> <ul style="list-style-type: none"><li>a) Goal incompatibility</li><li>b) Unclear roles and responsibilities</li><li>c) Lack of communication</li><li>d) <b>Effective distribution strategy</b></li></ul> <p>Channel conflicts can lead to:</p> <ul style="list-style-type: none"><li>a) Increased sales</li><li>b) Improved customer satisfaction</li><li>c) <b>Reduced profitability</b></li><li>d) Stronger relationships with channel members</li></ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 37	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Conflicts</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define span of accountability.</li> <li>Understand techniques of effective functioning of an organization.</li> <li>Understand the performance appraisal techniques opted by the company.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Case Study-  <a href="https://hbsp.harvard.edu/download?url=%2Fcontent%2Fteaching-note%2F918532-PDF-ENG%2Fcontent&amp;metadata=eyJlcjVck1lc3NhZ2UOiJlUaGVyZS B3YXMgYW4gZXJyb3IgaZG93bmXvYWRpbmcdGhIIHRIYWN oaW5nIG5vdGUuIFBsZWZzZSB0cnkgYWdhaW4uIiwiaGVhZG VycyI6eyJwYXNzY29kZSI6IjM5MzlfX0%3D">https://hbsp.harvard.edu/download?url=%2Fcontent%2Fteaching-note%2F918532-PDF-ENG%2Fcontent&amp;metadata=eyJlcjVck1lc3NhZ2UOiJlUaGVyZS B3YXMgYW4gZXJyb3IgaZG93bmXvYWRpbmcdGhIIHRIYWN oaW5nIG5vdGUuIFBsZWZzZSB0cnkgYWdhaW4uIiwiaGVhZG VycyI6eyJwYXNzY29kZSI6IjM5MzlfX0%3D</a> </li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Explain about the performance appraisal in the case of sales force management</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Overview of the Verona Group –Mission and Strategy.</li> <li>Verona Group organization structure.</li> <li>Performance measurement at Verona Group.</li> <li>Role of sales person.</li> <li>The Anna Georges’ situation.</li> <li>Marys’ Role in the case</li> <li>Recommendations and Suggestion</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> Case Study</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://hbsp.harvard.edu/download?url=%2Fcontent%2Fteaching-note%2F918532-PDF-">https://hbsp.harvard.edu/download?url=%2Fcontent%2Fteaching-note%2F918532-PDF-</a> </li> </ol>



	<p><a href="#">ENG%2Fcontent&amp;metadata=eyJlcjVjck1lc3NhZ2U0iJlUaGVyZSB3YXMgYW4gZXJyb3IgaZG93bmxvYWRpbmcgdGhIIHRIYWNoaW5nIG5vdGUuIFBsZWZzZSB0cnkgYWdhaW4uIiwiaGVhZGVycyI6eyJwYXNzY29kZSI6IjM5MzIifX0%3D</a></p> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 38	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Techniques to resolve Channel Conflicts</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the importance of managing channel conflicts</li> <li>Identify effective strategies for managing and resolving channel conflicts</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Role Play</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Recap the consequences of unresolved channel conflicts</li> <li>Introduce the need for effective conflict management strategies</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Improving communication and coordination among channel members</p> <p>Clarifying roles, responsibilities, and expectations</p> <p>Establishing clear policies and guidelines for channel behavior</p> <p>Offering incentives for cooperation and collaboration</p> <p>Using third-party mediation or arbitration for conflict resolution)</p> <p>Establish a minimum advertised price</p> <p>Reduce your distribution channels</p> <p>Control your supply chain</p> <p>Strengthen your brand by offering exclusive products</p> <p>-Tips for preventing channel conflict</p> <p>Negotiate effective contracts.</p> <p>Establish a trial period</p> <p>Create clear communication practices</p> </li> <li><b>Exercise (5 minutes) –</b> <p>Write a short essay on the potential consequences of unresolved channel conflicts</p> </li> </ol>



<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.indeed.com/career-advice/career-development/channel-conflict">https://www.indeed.com/career-advice/career-development/channel-conflict</a> <a href="https://vtex.com/en/blog/strategy/channel-conflict-management/">https://vtex.com/en/blog/strategy/channel-conflict-management/</a> <a href="https://beatroute.io/glossary/channel-conflict/">https://beatroute.io/glossary/channel-conflict/</a> <a href="https://www.indeed.com/career-advice/career-development/channel-conflict">https://www.indeed.com/career-advice/career-development/channel-conflict</a></li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>Which of these is not an effective strategy for managing channel conflicts?</p> <ol style="list-style-type: none"> <li>a) Improving communication and coordination</li> <li>b) Clarifying roles and responsibilities</li> <li>c) <b>Offering exclusive territories</b></li> <li>d) Using third-party mediation</li> </ol> <p>Establishing clear policies and guidelines for channel behavior helps in:</p> <ol style="list-style-type: none"> <li>a) <b>Reducing conflicts</b></li> <li>b) Increasing conflicts</li> <li>c) Improving customer satisfaction</li> <li>d) Reducing profitability</li> </ol> <p>Effective channel management requires:</p> <ol style="list-style-type: none"> <li>a) Ignoring conflicts</li> <li>b) Micromanaging channel members</li> <li>c) <b>Balancing the needs of all channel members</b></li> <li>d) Favoring certain channel members over others</li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 39	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Information System</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the definition and purpose of Channel Information Systems (CIS).</li> <li>Identify the components of CIS.</li> <li>Recognize the importance of CIS in distribution management.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Role Play</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction</b> (5 minutes)           <ul style="list-style-type: none"> <li>Introduce the concept of Channel Information Systems and their relevance in managing distribution channels effectively</li> </ul> </li> <li><b>Development</b> (25 minutes)           <ul style="list-style-type: none"> <li>-Definition of Channel Information Systems: Explanation of what CIS is and its role in managing distribution channels.</li> <li>-Components of a Channel Information System: Overview of hardware, software, and databases involved in CIS.</li> <li>-Importance of CIS in Distribution Management: Discuss how CIS improves efficiency, enhances communication, and supports decision-making in distribution.</li> <li>-Functions of Channel Information System               <ul style="list-style-type: none"> <li>The increases in market sensitivity,</li> <li>Simplification of distribution systems,</li> <li>The increase in the number of channel types,</li> <li>The increase in the market size,</li> <li>Wider use of e-commerce,</li> <li>Internationalization and easier access to global markets,</li> <li>Change in distribution channels.</li> </ul> </li> <li>-Advantages of Channel Information System               <ul style="list-style-type: none"> <li>Inventory Costs are Lowered</li> <li>Data Utility</li> <li>Reduces Need for Personnel</li> <li>Inventory Costs are Lowered</li> <li>Data Utility</li> </ul> </li> </ul> </li> </ol>



	<p>Reduces Need for Personnel Benefits of Integration Increase Sales Evaluate Promotional Activities</p> <p><b>3. Exercise (5 minutes) –</b> Write a short essay on the potential consequences of unresolved channel conflicts</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://getuplearn.com/blog/channel-information-system/">https://getuplearn.com/blog/channel-information-system/</a> Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What does CIS stand for?</p> <p>A) Channel Information System B) Customer Information System C) Channel Integration System Answer: A</p> <p>Which of the following is NOT a component of a CIS?</p> <p>A) Hardware B) Software C) Marketing Strategy Answer: C</p> <p>Why is CIS important in distribution management?</p> <p>A) It reduces costs B) It enhances communication C) Both A and B Answer: C</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No. 40</b>	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Channel Information System- Challenges in Implementing Channel Information Systems</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Identify common challenges faced during CIS implementation.</li> <li>Understand strategies to overcome these challenges.</li> <li>Analyze the impact of these challenges on distribution efficiency</li> <li>Explore emerging trends in CIS technology.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Discuss the importance of recognizing challenges in implementing CIS for effective distribution management. y</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li><b>Technological Challenges:</b> Discuss issues related to hardware and software integration.</li> <li><b>Data Management Issues:</b> Overview of challenges in data accuracy and accessibility.</li> <li><b>Resistance to Change:</b> Analyze the human factors that hinder CIS adoption.</li> <li><b>-Future Trends in Channel Information Systems</b></li> <li><b>Integration of AI and Machine Learning:</b> Discuss how AI can enhance CIS functionalities.</li> <li><b>Increased Data Analytics:</b> Overview of the growing importance of data analytics in CIS.</li> <li><b>Mobile and Cloud Technologies:</b> Analyze the shift towards mobile and cloud-based CIS solutions.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Write a reflective piece on a challenge faced in your own experience with technology.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy</li> </ol>



	<p>and Cases by Still, Cundiff &amp; Govani.  <a href="https://getuplearn.com/blog/channel-information-system/">https://getuplearn.com/blog/channel-information-system/</a>          Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Conduct Quiz</li> <li>What technology is increasingly being integrated into CIS?             <ul style="list-style-type: none"> <li>A) AI and Machine Learning</li> <li>B) Traditional Marketing</li> <li>C) Manual Data Entry</li> </ul>             Answer: A           </li> <li>Why is data analytics important for CIS?             <ul style="list-style-type: none"> <li>A) It complicates processes</li> <li>B) It enhances decision-making</li> <li>C) It reduces efficiency</li> </ul>             Answer: B           </li> <li>What is a trend in CIS regarding technology?             <ul style="list-style-type: none"> <li>A) Decrease in mobile solutions</li> <li>B) Shift towards cloud-based systems</li> <li>C) Elimination of data storage</li> </ul>             Answer: B           </li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 41	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Electronic marketing channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of electronic marketing channels</li> <li>Differentiate between traditional and electronic marketing channels</li> <li>Recognize the importance of electronic marketing channels in today's business environment.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Explain the purpose and importance of the lesson</li> <li>Provide a brief overview of the topics to be covered</li> </ul> </li> <li><b>Development (25 minutes)</b>            Definition and characteristics of electronic marketing channels            Types of electronic marketing channels (e.g., websites, social media, email, mobile apps)            Benefits of using electronic marketing channels (e.g., reach, targeting, cost-effectiveness, interactivity)         </li> <li><b>Exercise (5 minutes) –</b>            Brainstorm examples of electronic marketing channels used by various industries</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani.  <a href="https://getuplearn.com/blog/channel-information-system/">https://getuplearn.com/blog/channel-information-system/</a>            Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <ul style="list-style-type: none"> <li>Conduct Quiz              Which of the following is not a characteristic of electronic marketing channels?             <ol style="list-style-type: none"> <li>Interactivity</li> <li><b>Offline presence</b></li> </ol> </li> </ul>



	<p>c) Cost-effectiveness d) Targeting What is the primary benefit of using electronic marketing channels? a) Increased reach b) Reduced costs c) Improved customer service d) <b>All of the above</b> Which of the following is not a type of electronic marketing channel? a) Website b) Social media c) Email d) <b>Print advertising</b> Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 42	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Disintermediation</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the concept of disintermediation.</li> <li>Identify the implications of disintermediation for businesses.</li> <li>Explore examples of disintermediation in various industries.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> <li>Case Study- Case study: Dell—Distribution and supply chain innovation- <a href="https://learn.marsdd.com/article/case-study-dell-distribution-and-supply-chain-innovation/#:~:text=Enhancing%20customer%20value%3A%20Focusing%20the,to%20their%20specific%20computing%20needs">https://learn.marsdd.com/article/case-study-dell-distribution-and-supply-chain-innovation/#:~:text=Enhancing%20customer%20value%3A%20Focusing%20the,to%20their%20specific%20computing%20needs</a></li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief overview of disintermediation, explaining its definition as the removal of intermediaries from a supply chain, and its relevance in today's digital economy.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Definition Disintermediation: it refers to the process of decreasing the length of the supply chain that is, reducing the middlemen in the distribution network.</li> <li>-Discuss the origins of the term and its evolution over time.-</li> <li>-Benefits of Disintermediation: Explore cost reduction, increased control for suppliers, and improved customer access.</li> <li>-Challenges and Risks: Analyze potential downsides, including competition with larger companies and loss of value-added services.</li> <li>- The Role of Technology in Disintermediation</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Group discussion on how disintermediation has affected a chosen industry (e.g., retail, finance)</li> </ul> </li> </ol>



<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani. <a href="https://www.investopedia.com/terms/d/disintermediation.asp">https://www.investopedia.com/terms/d/disintermediation.asp</a> <a href="https://homework.study.com/explanation/define-and-distinguish-between-disintermediation-and-reintermediation.html#:~:text=Definitions%3A,intermediaries%20in%20the%20distribution%20process.">https://homework.study.com/explanation/define-and-distinguish-between-disintermediation-and-reintermediation.html#:~:text=Definitions%3A,intermediaries%20in%20the%20distribution%20process.</a></li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<p><b>Evaluation</b></p>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <ul style="list-style-type: none"> <li>- Conduct Quiz</li> <li>What is disintermediation?             <ol style="list-style-type: none"> <li>a) Adding more intermediaries</li> <li>b) Removing intermediaries</li> <li>c) Increasing product prices</li> </ol> <p>Answer: b) Removing intermediaries</p> </li> <li>Which of the following is a benefit of disintermediation?             <ol style="list-style-type: none"> <li>a) Higher costs for consumers</li> <li>b) Increased control for suppliers</li> <li>c) More intermediaries</li> </ol> <p>Answer: b) Increased control for suppliers</p> </li> <li>What is a potential risk of disintermediation?             <ol style="list-style-type: none"> <li>a) Enhanced customer service</li> <li>b) Competition with larger companies</li> <li>c) Increased product availability</li> </ol> <p>Answer: b) Competition with larger companies</p> </li> </ul> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 43	<b>Course Name: Sales and Distribution Management</b>  <b><u>Topic:</u> Reintermediation</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define Reintermediation</li> <li>Understand the concept of disintermediation and its relation to reintermediation</li> <li>Discuss examples of reintermediation in various industries</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Explain the concept of reintermediation as the process of reintroducing intermediaries in a market or industry that had previously experienced disintermediation.</li> <li>Discuss how disintermediation and reintermediation are related and can occur in cycles.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>-Definition - Reintermediation is the process of reintroducing an intermediary between a supplier and a customer, or between end users and a producer. It can also refer to the process of increasing the length of a supply chain by adding more intermediaries to the distribution process.</li> <li>- Advantages And Disadvantages.</li> <li>- Implications</li> <li>- Examples- Provide examples of reintermediation in different industries, such as finance, travel, and retail</li> <li>-Explain the reasons for disintermediation, such as the rise of the internet and direct-to-consumer business models.</li> <li>-Discuss the factors that lead to reintermediation, such as the need for specialized services, trust, and aggregation of supply and demand.</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>Divide the class into groups and ask them to discuss examples of reintermediation in their daily lives or industries they are</li> </ul> </li> </ol>



	familiar with.
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Discuss the Questions from the Syllabus.</li> <li>3. Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani Marketing Channels by Bert Rosenbloom <a href="https://www.wallstreetmojo.com/reintermediation/">https://www.wallstreetmojo.com/reintermediation/</a> <a href="https://fourweekmba.com/reintermediation/">https://fourweekmba.com/reintermediation/</a> Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is disintermediation?</p> <ol style="list-style-type: none"> <li>a) What is the main reason for reintermediation in a market or industry?</li> <li>a) Increased competition</li> <li>b) Technological advancements</li> <li>c) <b>The need for specialized services and aggregation</b></li> <li>d) Government regulations</li> </ol> <p>Which of the following is an example of reintermediation in the finance industry?</p> <ol style="list-style-type: none"> <li>a) <b>Online lending platforms</b></li> <li>b) Peer-to-peer lending</li> <li>c) Crowdfunding</li> <li>d) Mobile banking apps</li> </ol> <p>What is the relationship between disintermediation and reintermediation?</p> <ol style="list-style-type: none"> <li>a) They are completely unrelated</li> <li>b) Disintermediation always leads to reintermediation</li> <li>c) Reintermediation is a result of failed disintermediation</li> <li>d) <b>Disintermediation and reintermediation can occur in cycles</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 44	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Virtual versus Conventional Channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the definition of virtual channels.</li> <li>Identify examples of virtual channels.</li> <li>Compare virtual channels to conventional channels.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Briefly explain what virtual channels are and their importance in modern communication and marketing.</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Definition: Virtual channels are online platforms facilitating communication and transactions.</p> <p>Examples: Social media, e-commerce websites, and email marketing.</p> <p>Comparison: Discuss differences in reach, cost, and engagement between virtual and conventional channels.</p> <p>Definition: Conventional channels include traditional methods of communication and marketing.</p> <p>Examples: Television, radio, print media, and direct mail.</p> <p>Comparison: Discuss the strengths of conventional channels in building trust and credibility.</p> </li> <li><b>Exercise (5 minutes) –</b> <p>Divide the class into groups and ask them to discuss examples of reintermediation in their daily lives or industries they are familiar with.</p> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani Marketing Channels by Bert Rosenbloom <a href="https://www.wallstreetmojo.com/reintermediation/">https://www.wallstreetmojo.com/reintermediation/</a>.</li> </ol>



	<p><a href="https://fourweekmba.com/reintermediation/">https://fourweekmba.com/reintermediation/</a> Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is a virtual channel?</p> <p>A) A TV channel B) An online communication platform C) A radio station</p> <p>Answer: B</p> <p>Which of the following is NOT a virtual channel?</p> <p>A) Facebook B) Email C) Newspaper</p> <p>Answer: C</p> <p>Virtual channels are typically more:</p> <p>A) Expensive B) Engaging C) Limited in reach</p> <p>Answer: B</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 45	<b>Course Name</b> Sales and Distribution Management  <b>Topic:</b> Kjell and Company : Motivating sales people with incentives compensation	<b>Course No.:</b> MBA-313
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand concept of the sales team motivation.</li> <li>Analyze how that sales team can be motivated with incentives.</li> <li>Develop analytical thinking.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>Case Study</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Introduce the sales compensation concept.</li> </ul> </li> <li><b>Development (25 minutes)</b> <ul style="list-style-type: none"> <li>Introduction of the case</li> <li>Detail about the company</li> <li>Analysis of the case</li> </ul> </li> <li><b>Exercise (5 minutes) –</b> Case Study</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani Marketing Channels by Bert Rosenbloom <a href="https://hbsp.harvard.edu/download?url=%2Fcontent%2Fsample%2F517090-PDF-ENG%2Fcontent&amp;metadata=e30%3D">https://hbsp.harvard.edu/download?url=%2Fcontent%2Fsample%2F517090-PDF-ENG%2Fcontent&amp;metadata=e30%3D</a> Spend 5 minutes to wrap up and consolidate the learning's</li> </ol>
<b>Evaluation</b>	Reflective Questions (What, Why, Who?). Allow students to answer and discuss. <ul style="list-style-type: none"> <li>Conduct Quiz</li> </ul> Spend 5 minutes to evaluate student assimilation of the lesson contents



Model Institute of Engineering  
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Lesson Plan

Kot, Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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<b>Lesson Plan No.</b> 46	<b>Course Name: Distribution and Sales Management</b>  <b>Topic: Mobile Electronic Channels,</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the definition and significance of mobile electronic channels in digital marketing.</li> <li>Identify various types of mobile electronic channels.</li> <li>Explore the impact of mobile marketing on consumer behavior.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Begin with a brief discussion on how mobile devices have transformed communication and marketing. Highlight the prevalence of mobile usage in daily life.</li> </ul> </li> <li><b>Development (25 minutes)</b> <p>Definition of Mobile Electronic Channels: Explain what mobile electronic channels are and their role in digital marketing.</p> <p>Types of Mobile Channels: Discuss SMS, mobile apps, mobile websites, and social media platforms.</p> <p>Impact on Consumer Behavior: Analyze how mobile channels influence purchasing decisions and consumer engagement.</p> <p>Mobile Apps as Marketing Channels</p> <p>SMS Marketing</p> <p>Mobile Apps as Marketing Channels</p> </li> <li><b>Exercise (5 minutes) –</b> <p>Students will explore different mobile marketing campaigns and present their findings.</p> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani Marketing Channels by Bert Rosenbloom <a href="https://digitaldimensions.tech/omnichannel.html">https://digitaldimensions.tech/omnichannel.html</a> <a href="https://www.optimove.com/resources/learning-center/mobile-marketing">https://www.optimove.com/resources/learning-center/mobile-marketing</a></li> </ol>



	Spend 5 minutes to wrap up and consolidate the learning's
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is a mobile electronic channel?</p> <p>A) A type of social media B) A means of communication via mobile devices C) A desktop application</p> <p>Answer: B</p> <p>Which of the following is NOT a mobile electronic channel?</p> <p>A) SMS B) Mobile Apps C) Television</p> <p>Answer: C</p> <p>How do mobile channels affect consumer behavior?</p> <p>A) They have no effect B) They increase engagement and purchasing decisions C) They only provide information</p> <p>Answer: B</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

<b>Lesson Plan No.</b> 47	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Electronic Channels on Social Sites</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Understand the various electronic channels available on social media.</li> <li>Identify the purpose of different social media platforms.</li> <li>Discuss the impact of social media on communication.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b>  Briefly introduce social media and its significance in modern communication. Ask students about their favorite platforms and why they use them</li> <li><b>Development (25 minutes)</b> -Types of Social Media Channels: Discuss platforms like Facebook, Twitter, Instagram, and LinkedIn. -Purpose of Each Channel: Explain how each platform serves different user needs (e.g., networking, sharing, and entertainment). -Impact on Communication: Explore how social media changes the way we interact.</li> <li><b>Exercise (5 minutes) –</b> Group discussion on how students use different platforms and their experiences.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy and Cases by Still, Cundiff &amp; Govani Marketing Channels by Bert Rosenblooms <a href="https://www.searchenginejournal.com/social-media/social-media-platforms/">https://www.searchenginejournal.com/social-media/social-media-platforms/</a></li> </ol> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>



<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>What is the primary purpose of LinkedIn?</p> <p>A) Entertainment B) Networking C) Photo sharing</p> <p>Answer: B</p> <p>Which platform is primarily used for short messages?</p> <p>A) Facebook B) Twitter C) Instagram</p> <p>Answer: B</p> <p>What is a common risk of using social media?</p> <p>A) Increased communication B) Privacy concerns C) Networking opportunities</p> <p>Answer: B</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>
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<b>Lesson Plan No.</b> 48	<b>Course Name: Sales and Distribution Management</b>  <b>Topic: Advantages and Disadvantages of E-Channels</b>	<b>Course No.: MBA-313</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Identify the key advantages of using e-channels for marketing and distribution.</li> <li>Understand how e-channels can benefit businesses and consumers.</li> <li>Identify the potential drawbacks of using e-channels.</li> <li>Understand how to mitigate the disadvantages of e-channels.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Use of Power point projection system.</li> <li>Live Examples</li> <li>News from ET</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Recap the definition and types of e-channels Discuss the potential advantages of using e-channels</li> <li><b>Development (25 minutes)</b> Advantages: -Wider reach: E-channels can target a global audience -Cost-effectiveness: Online marketing is generally more affordable than traditional methods Personalization: E-channels allow for targeted and personalized marketing . -Disadvantages of E-Channels: Dependence on technology: E-channels rely on stable internet connectivity and functioning devices Increased competition: Online markets are highly competitive, making it challenging to stand out Security and privacy concerns: E-channels may be vulnerable to cyber threats and data breaches</li> <li><b>Exercise (5 minutes) –</b> Group discussion on how students use different platforms and their experiences.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>Discuss the Questions from the Syllabus.</li> <li>Suggested Reading Sales Management: Decision, Strategy</li> </ol>

	<p>and Cases by Still, Cundiff &amp; Govani          Marketing Channels by Bert Rosenbloom  <a href="https://mailchimp.com/resources/advantages-and-disadvantages-of-ecommerce/">https://mailchimp.com/resources/advantages-and-disadvantages-of-ecommerce/</a>  <a href="https://www.linkedin.com/advice/3/what-advantages-disadvantages-using-online-channels">https://www.linkedin.com/advice/3/what-advantages-disadvantages-using-online-channels</a>  <a href="https://blog.converted.in/en-us/blog/omnichannel-e-commerce-how-to-meet-the-demands-of-dynamic-shoppers">https://blog.converted.in/en-us/blog/omnichannel-e-commerce-how-to-meet-the-demands-of-dynamic-shoppers</a></p> <p>Spend 5 minutes to wrap up and consolidate the learning's</p>
<b>Evaluation</b>	<p>Reflective Questions (What, Why, Who?). Allow students to answer and discuss.</p> <p>- Conduct Quiz</p> <p>One of the main disadvantages of e-channels is:</p> <ol style="list-style-type: none"> <li>Reduced dependence on technology</li> <li>Decreased competition</li> <li>Improved security and privacy</li> <li><b>Dependence on technology</b></li> </ol> <p>E-channels may be vulnerable to:</p> <ol style="list-style-type: none"> <li>Offline threats</li> <li>Physical security breaches</li> <li><b>Cyber threats and data breaches</b></li> <li>None of the above</li> </ol> <p>One of the main advantages of e-channels is:</p> <ol style="list-style-type: none"> <li>Reduced reach</li> <li>Increased cost</li> <li><b>Personalization</b></li> <li>Offline data</li> </ol> <p>E-channels allow businesses to target:</p> <ol style="list-style-type: none"> <li>Local audiences</li> <li>Regional audiences</li> <li>National audiences</li> <li><b>Global audiences</b></li> </ol> <p>Using e-channels is generally:</p> <ol style="list-style-type: none"> <li>More expensive than traditional methods</li> <li>Less affordable than traditional methods</li> <li>As expensive as traditional methods</li> <li><b>More cost-effective than traditional methods</b></li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>