

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:
SALES AND DISTRIBUTION STRATEGIES

Studies: Management II cycle studies Excellence in Management Specialty: International Sales Management	Faculty: Management
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Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
Full time studies		3	20	16	2

Course description:
 The Sales and Distribution Strategies study program is designed to provide a comprehensive understanding of the intricacies involved in designing and implementing effective sales and distribution strategies. In today's competitive business environment, success relies on the ability to navigate complex markets, optimize supply chains, and deliver products to customers efficiently. The curriculum places a strong emphasis on strategic thinking. Students delve into advanced concepts to develop holistic sales and distribution strategies that align with organizational goals. This includes understanding market dynamics, analysing consumer behaviour, and optimizing supply chain processes. Supply chain optimization is a core component of the program. Students explore strategies for enhancing the efficiency of supply chain management, ensuring that products move seamlessly from production to the hands of consumers. This involves inventory management, logistics optimization, and distribution network design. Market expansion is another key goal. The program equips students with the knowledge and tools to expand market reach through effective sales and distribution strategies. This includes exploring entry into new markets, understanding cultural nuances, and tailoring strategies to different regions. A customer-centric approach is emphasized throughout the program. Students learn to prioritize the customer experience in sales and distribution, enhancing satisfaction and loyalty. This involves strategies such as personalized marketing, efficient order fulfilment, and responsive customer service. Adaptability is a crucial aspect of the program. Professionals in sales and distribution need to be agile and responsive to changes in the business environment. The curriculum focuses on developing adaptability to navigate evolving market dynamics, emerging technologies, and shifts in consumer preferences.
 The course is filled in with many case studies and practical examples of sales and distribution problems, so it should be interesting for all those students who are eager to deal with sales and distribution strategies issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Strategic Thinking: Develop advanced strategic thinking skills to design and implement effective sales and distribution strategies.
2. Supply Chain Optimization: Explore strategies for optimizing supply chain management to enhance the efficiency of distribution processes.
3. Market Expansion: Equip students with the knowledge and tools to expand market reach through effective sales and distribution strategies.
4. Customer-Centric Approach: Foster a customer-centric mindset, emphasizing strategies that enhance the customer experience throughout the sales and distribution journey.
5. Adaptability: Develop adaptability in professionals to respond to changing market dynamics, emerging technologies, and shifts in consumer behaviour.

Teaching the functions and role of sales and distribution strategies for contemporary market entities, developing skills in solving sales and distribution strategies problems, as well as

analysing data (from primary and secondary data).
Creating presentations for the reports and written reports on sales management problems.
Training of social competences related to collective problem solving sales and distribution strategies and preparing and introducing all stages of sales and distribution process in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to Sales and Distribution Strategies
2. Strategic Thinking in Sales and Distribution
3. Supply Chain Optimization Strategies
4. Market Expansion and Entry Strategies
5. Customer-Centric Sales and Distribution
6. Technology Integration in Distribution
7. Channel Management and Partner Collaboration
8. Sales Forecasting and Planning
9. Globalization in Sales and Distribution
10. Adaptation to Changing Market Dynamics

Literature

Main texts:

1. Johnson, Mark P. - "Strategic Sales and Distribution Planning" - Routledge - 2017
2. Chen, Lisa C. - "Optimizing Supply Chain Management for Sales and Distribution" - Wiley - 2018
3. Gupta, Rahul S. - "Market Expansion Strategies: A Comprehensive Guide" - Springer - 2016
4. Turner, David R. - "Customer-Centric Sales: Strategies for Success" - Palgrave Macmillan - 2018
5. Patel, Nisha K. - "Adaptive Sales and Distribution Strategies" - Sage Publications - 2017

Additional required reading material:

1. Wang, Li M. - "Technology Integration in Sales and Distribution" - Wiley - 2018
2. Clark, Laura M. - "Channel Management and Partner Collaboration in Sales" - McGraw-Hill Education - 2018
3. Brown, Robert J. - "Sales Forecasting and Planning: A Comprehensive Guide" - Pearson - 2016
4. Garcia, Sofia H. - "Globalization in Sales and Distribution: Trends and Practices" - Springer - 2018
5. Kim, Yoon-Joo - "Adaptation Strategies in Sales: Navigating Changing Market Dynamics" - Routledge - 2018

Rules of the exams on subject (Assessments)

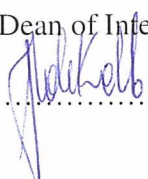
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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