

COURSE OBJECTIVES AND COURSE OUTCOMES

T.Y.B.M.S. (SEMESTER - V)

SUBJECT: MARKETING - SALES AND DISTRIBUTION MANAGEMENT

Sr. No.	Course Objectives	Course Outcomes
1)	To explain the understanding of sales & distribution processes in Organizations	Learners will comprehend the information related to the understanding of the sales & distribution processes in organizations
2)	To get familiarized with concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management	Learners will comprehend concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management
3)	To explain Market analysis methods and selling concepts	Learners will analyze various market analysis methods and selling concepts
4)	To discuss Performance evaluation methods, ethics and trends in sales and distribution management	Learners will explore evaluation techniques in sales performance and trends in sales and distribution management