

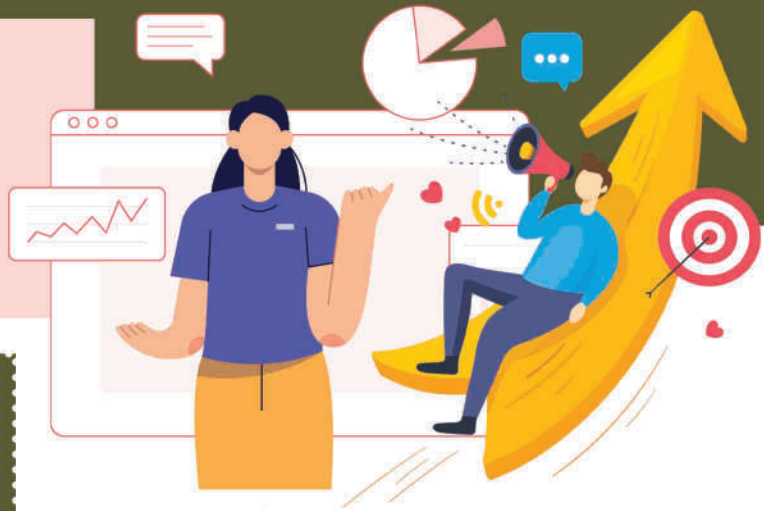
SALES AND MARKETING MANAGER

Sales and Marketing is an important corporate function focused on marketing the service/ product and converting demands into sales. Sales and marketing managers develop marketing strategy, conduct market research, develop promotions and advertising, handle public relations etc.

PERSONAL COMPETENCIES



- You like to try to persuade or influence people
- You like to work independently
- You have excellent communication skills
- You like to set new goals for yourself



The approx. course fee ranges between **1,00,000-3,00,000***

**These figures are estimated numbers and will vary from Institute to Institute.*

SCHOLARSHIPS

• **National Scholarship Portal** - Visit www.scholarships.gov.in. Under this portal there are Central Government schemes, UGC/AICTE Schemes and Assam Government Schemes offered by different departments*

• Visit www.buddy4study.com for details on available scholarships. This is a gateway to scholarships starting from Class XI*

• Scholarships are also available in the institutes based on merit*

**(Availability of these scholarships can vary from time to time)*

LOANS

• VidyaLakshmi, www.vidyalakshmi.co.in, is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• All banks give education loans



ENTRY PATHWAY

Graduation is not mandatory for entering a sales career, but a graduate degree (preferred streams are B.B.A., B.Com., B.B.A., B.B.M.) and specialised courses in sales and marketing are needed for career development.

1. Complete 10+2 in any stream
2. Complete Bachelor's degree from any stream, followed by PG Diploma/Master's degree in Business Administration (M.B.A.)

For admissions for Bachelor's degree, you must qualify in one of these entrance examinations: CUET, CET, SET etc. and for post graduate degree, you must qualify in any of the following exams: CAT/ XAT/ GMAT/ SNAP/ NMAT/ CMAT.

Please check the duration of the course during enrolment



EXPECTED INCOME

**The figures are indicative & subject to change*

The approx. salary of Sales and Marketing Manager ranges between **INR 24,000 - INR 84,000*** per month.

Source: https://www.payscale.com/research/IN/Job=Sales_and_Marketing_Manager/Salary



WHERE WILL YOU WORK

Places of Work: Corporate houses, MNCs, Private Companies, Corporations, Banks.

Work Environment: It involves local/countrywide travelling. You may have to lead a team. Working hours vary day to day.

Opportunities for work exist for differently abled in this field.

EXPECTED GROWTH PATH

Sales Representative → Sales Supervisor
→ Area Sales Manager → Regional Sales
Manager/Zonal Sales Manager →
General Sales Manager → Director Sales

WHERE WILL YOU STUDY?

The course is offered by the Department of Business Administration.

This list of institutes is indicative only

GOVERNMENT INSTITUTES

1. IIT, Guwahati
2. IIM, Shillong
3. NIT, Silchar
4. Centre for Management Studies, Dibrugarh University
5. Gauhati University, Guwahati
6. Assam University, Silchar
7. North Eastern Regional Institute of Science and Technology, Arunachal Pradesh
8. Tezpur University, Tezpur
9. Assam Women's University, Jorhat
10. Gauhati Commerce College, Guwahati

PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. Amity International Business School, Noida
2. Assam Don Bosco University, Guwahati
3. North Eastern Regional Institute of Management, Guwahati
4. Royal Global University, Guwahati
5. CMR University, Bengaluru
6. Lovely Professional University, Punjab
7. Assam Down Town University, Guwahati
8. St Xaviers College, Kolkata

Information on the institute rankings can be found at -

<https://www.nirfindia.org/2022/Ranking.html>

Search keywords...



*sales and marketing executive,
sales and marketing manager,
sales and marketing specialist*

DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)
Krishna Kanta Handiqui State Open University

ONLINE COURSE

• NPTEL * Swayam - https://onlinecourses.swayam2.ac.in/cec21_mg06/preview

* NPTEL - National Programme on Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio-video form

EXAMPLE FROM THE FIELD

Gautam Vijh has been in the thick of action in sectors as varied as appliances to tyres and finally at Ranbaxy in Global Consumer Healthcare (GCHC), looking after UP, Uttaranchal, Bihar, Jharkhand and Odisha. A commerce graduate with a diploma in management from Lucknow, Vijh believes that he can operate in any given condition. He started his career as a Distributor salesman, working with Philips Lighting, Godfrey Phillips and MRF Tyres and moved on to more diverse roles that led him to apply his learning and experience. He is now Regional Sales Manager, Central with Ranbaxy.*

Source: <https://economictimes.indiatimes.com/meet-indias-top-salesmen/articleshow/768185.cms>

**The above information is for training purposes only and will not be used for any commercial gains*