

Sault _Col Lege^ of Applied Arts and Technology sault ste. macie-

Course—Ou11ine

SALES MANAGEMENT

MKT 303-4

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OBJECTIVE

This course is designed to give a comprehensive coverage of the tasks of the sales manager as organizer, administrator, and decision maker.

STUDENT GOALS:

1. To develop an understanding of the knowledge, skills and techniques used in sales management.
2. To recognize the key role that sales management plays in the organization structure.
3. To understand that sales management is an art rather than a pure science and that a thorough understanding of the marketing concept is the essential pre-requisite to good sales management.

TEXT:

Sales Management Operations, Administration, Marketing - H. Webster Johnson
(Charles Merrill Publishing Co.) Columbia, Ohio

The text describes specific tasks of sales management. Each subject is covered systematically. Included in the text are numerous case studies that will assist in giving added perspective to your knowledge.

METHOD:

Learning business and marketing subjects is
being the most effective as it
simulates real situations and prepares the student
for the practical application of knowledge and
skills.

^y instructor and people from the
community will supplement the
learning process to give added direction
and practical insight.

Projects will be used to reinforce the knowledge, skill and understanding
the student has acquired.

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SUBJECT MATTER:

Week 1	Sales Management Functions
Week 2	Sales Organization Structures Requirements for a sales executive
Week 3 & 4	Recruiting and selecting sales people
Week 5	Training and meetings
Week 6	Supervising the sales force
Week 7	Analyzing and evaluating performance
Week 8	Compensating sales people
Week 9	Sales contests; fringe benefits
Week 10	Sales territories and quotas
Week 11 & 12	Sales forecasting and planning
Week 13	Distribution channels
Week 14	Pricing
Week 15	The marketing mix; selling, promotion, advertising

STUDENT EVALUATION:

Written work.....	20%
(there will be 2 written projects such as case histories, true-false questionnaires, and multiple choice answers)	
Tests - 2 on overall understanding -- - - - -	20%
Verbal presentation and class participation - - - -	40%
Project.....	20%
	100%

Due to the need for week to week effort and class participation, attendance is essential.

Rewrites will be at the discretion of the Instructor- If written work is not done or an "I" grade is given there will be a maximum of 2 rewrites in this course Grades will be averaged for a final mark.

Failure to hand in written work on time or the absence from any test must be discussed with your instructor.