

SAULT COLLEGE OF APPLIED ARTS A TECHNOLOGY

SAULT STE. MARIE, ONTARIO

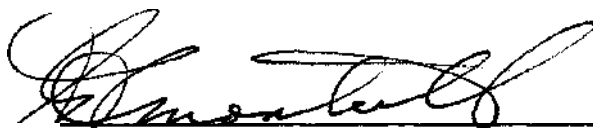
COURSE OUTLINE

Course Title SALES MANAGEMENT
Code No. : MKT 303
Program: FINANCE & SALES MANAGEMENT/ADVERTISING MANAGEMENT
Semester: FOUR
Date: JANUARY, 1985
Author: J. N. BOUSHEAR

New:

Revision

APPROVED


- "6iai rperson

Date

CALENDAR DESCRIPTION

SALES MANAGEMENT
Course Name

MKT 303
Course Number

PHILOSOPHY/GOALS:

This course will emphasize a conceptual understanding of the Sales Management function. Subject areas will include: the sales managers role in marketing; selecting and motivating sales people; training the sales force; evaluating the salesman or saleswoman; administering territories, meeting quotas, forecasting; planning and controlling sales. Case studies will complement the above topics.

METHOD OF ASSESSMENT (GRADING METHOD):

Written examinations (2)	80%
Skill development assessment	20%
	100%

A - 85 - 100%
B - 70 - 84%
C - 55 - 69%

TEXTBOOK(S):

Sales Management test with cases, Rolph E. Anderson/Joseph F. Hair, Jr
Random House (1983).

PERFORMANCE MEASUREMENT:

Written Examination: There will be 2 tests during the semester.

SKILL DEVELOPMENT ASSESSMENT:

You will be evaluated on such factors as:

- the degree of your involvement
- the extent of your personal commitment
- the motivation to learn as well as unlearn
- the quality of contributions made
- the ability to handle conflict

The skill development approach requires that students put forth a "quality effort while they are present in the classroom. Thus, students are expected to attend class on a regular basis and to participate in ~ class discussions"

Students who are absent without a justifiable reason can expect to have grades reduced. If it is possible the instructor expects to be informed in advance of anticipated absence. Considerable emphasis will be placed on quality & quantity of classroom contribution.

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the proposed weekly schedule which will be included in the instructions. They are not necessarily the only subjects taught but rather the major areas to be covered and are presented to indicate the overall general direction of the course.

	WEEK
Professional Sales Management	1
Integrating Sales & Marketing	2
Personal Selling	3
Consumer Behaviour and Sales Management	4
Organizational Buying Behaviour 5 Sales Management	5
Organizing the Sales Force	6
Recruiting & Selecting the Sales Force	7
Training the Sales Force	8
Sales Forecasting and Planning	9
Time & Territory Management	10
Compensating the Sales Force	11
Motivating & Leading the Sales Force	12
Managerial Analysis of Sales Volume, Cost and Profitability	13
Measuring & Evaluating Sales Force Performance	14
Ethics, Social Responsibility and the Future of Selling and Sales Management	15