

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY  
SAULT STE.MARIE, ONTARIO

COURSE OUTLINE

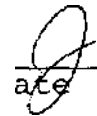
Course Title            SALES MANAGEMENT  
Code No. :                MKT 303  
Program:                 FINANCE & SALES MANAGEMENT/ADVERTISING MGMT  
Semester:                FOUR  
Date:                      JANUARY, 19 87  
Author:                    J. N. BOUSHEAR

New:

Revision:

APPROVED

Chairperson

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## 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 manager's role in marketing, evaluating the salesperson, administering territories, meeting quotas, forecasting, planning and controlling sales. Case studies will complement the above topics. The focus of this course will be to learn how to apply the principles of management to all business situations through the sales force. Many of the principles learned in business policy will apply to this course.

## METHOD OF ASSESSMENT (GRADING METHOD)

Evaluation instruments*	(10)	100%
Comprehensive rewrite**		30%

TESTS AND EVALUATION INSTRUMENTS

\* Students who are absent from tests or who do not submit evaluation instruments on time will have a grade of 0 recorded. There will be no rewrites of individual tests. There will be no extensions for assignments. Evaluation instruments will include tests or assignments.

\*\* Students who are absent from tests or who are unable to complete assignments because of medical reasons or other legitimate (and substantiated) reasons will be allowed to write the comprehensive examination at the end of the semester. Students who wish to improve their grades who have shown a sincere desire to learn will be permitted to replace their three worst marks by writing the comprehensive test- "Sincere desire to learn" will be evaluated on the basis of attendance and participation in class. As a standard I expect perfect or near perfect attendance (95%) to qualify for the rewrite privilege. Attendance will be taken on a frequent but random basis.

A (85 - 100%)	Outstanding achievement.
B (70 - 84%)	Consistently above average achievement.
C (55 - 69%)	Satisfactory or average achievement.
R (under 55%)	Repeat. The student has not satisfactorily achieved the objectives of the course

## TEXTBOOK(S):

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

## 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. Specific learning objectives are included in the textbook at the beginning of each chapter.

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

