


SAULT COLLEGE OP APPLIED ARTS AND TECHNOLOGY  
SAULT 3TE.MARIE, ONTARIO

COURSE OUTLINE

Course Title            SALES MANAGEMENT  
Code No.:                MKT 305  
Program:                 FINANCE & SALES MANAGEME; : : V ADVERTISING MGMT.  
Semester:                FOUR  
Date :                    JANUARY, 1988  
Author :                 ^. i^ BOUSHEAR

New:                      Revision:                X

APPROVED:

  
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Chairperson

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Date

CALENDAR DESCRIPTION

SALES MANAGEMENT  
Course Name

MKT 305  
Course number

PREREQUISITE/GOAL:

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)

- Two tests ^ 30^ each ..... 60^
- A case study (due Feb 26)..... 30^
- Case 6-2 page 209-210
- "Cable Inc.: Controlling Sales Force Efforts"
- Assignments..... 10^

A comprehensive final examination is to be written by those students who wish to improve their grade. This test will replace the lowest grade received on the tests written during the year and will also carry a weighting of 30%. Student who miss a test for any reason will be required to write this comprehensive test. There will be no supplemental test given during the year.

TESTS AND EVALUATION INSTRUMENTS

Since marketing is a communication subject, one half of your tests will be in essay format. You will be expected to present your essay material in a grammatically intact form. You will be permitted to have a dictionary with you during tests-

The case analysis should be completed by answering the questions at the conclusion of the case rather than the full formal case analysis format - These questions should be answered in detail and supported with rationale found in this or other textbooks-

GHADING

A+ (90 - 100;^)	Consistently outstanding
A (80 - 89^)	Outstanding achievement
B (65 - 13%)	Consistently Above Average Achievement
C (55 - 64/1^)	Satisfactory or Acceptable Achievement
R (under 55^)	Repeat. The objectives of the course have not been achieved and the course must be repeated.

Ti;XTBQQK(3):

Sales Management text with cases, Rolph E. Anderson, Joseph F. Hair, Jr., Random Hou'se (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		Chapter
I,2	Professional Sales Management	1+
3	Integrating Sales and Marketing	2
4	Consumer Behavior and Sales Management	4
5	Organizational Buyer Behavior And Sales Management	5
6,7	Organizing the Sales Force	6
8	Recruiting and Selecting the Sales Force	7
9	Training the Sales Force	8
10	Time and Territory Management	10
11	Compensating the Sales Force	11
12	Motivating and Leading the Sales Force	12
13f 14	Measuring and Evaluating Sales-Force Performance	14
15	Review	

## STUDKNT GOALS

The student will be expected to acquire the knowledge and skills of the following topics to the extent to the extent indicated under the sections Method of Assessment, Tests and Evaluation Instruments and Grading.

1. The scope and evolution of sales management.
2. The responsibilities of sales management.
3. Criticisms of sales managers.
4. Marketing vs Sales Orientation
- 5- The development path for sales managers and the implications of managerial incompetence-
6. The Early Identification of Management Talent model.
- 7« The characteristics which determine managerial style and develop managerial interpersonal effectiveness.
8. The integration of sales management with marketing management
9. The role of field marketing versus headquarters marketing.
10. The evolution of marketing
- 11 . Traditional and universal marketing functions and strategic planning.
12. A review of marketing controllables and uncontrollables.
- 13\* A review of the marketing mix.
- 14- The importance of understanding the nature of the customer and his/her behavior.
- 15- A review of marketing classification of products.
16. The consumer decision making process, life styles and the consumer buying process.
- 17- The theories of post purchase evaluation.
18. Consumer buying situations
19. Consumer buying influences (Internal and external)
20. The nature and characteristics of organizational markets.
21. The industrial buying process.

- 22 - Segmenting industrial markets
- 25 • The nature and needs of reseller markets and government markets.
- 24. The need for organizational structure and design.
- 25 • Mechanistic versus organic structures.
- 26. The basic types of organizational structure.
- 27. Formal versus informal organizational structure.
- 28 - The evolution of sales departments.
- 29 • The characteristics of a sound sales organization.
- 50. The nature of recruiting and selection and the various types of sales positions available.
- 51 . The process of recruiting and selection.
- 52. The importance of training.
- 55 • The evolution of sales training programs.
- 54. The assignment of sales training responsibility.
- 55 • Designing and implementing the sales training program.
- 56. Continuous training, retraining and executive training.
- 57. The reasons for setting up territories.
- 58. The procedure for setting up territories.
- 59 - Revising territories.
- 40. Time management for the salesperson and the sales manager.
- 41. The various types of compensation plans.
- 42. The effectiveness of compensation plans.
- 45 • Why salespeople are dissatisfied with compensation plans.
- 44 • How to develop an effective compensation plan -
- 45' The impact of changing market conditions of the compensation plan.

46. Compensating sales managers
- 47 • Proper control of expense allowances and fringe benefits.
48. The importance of motivation.
49. The theories of motivation.
50. Motivational tools.
- 51 - Meetings
52. Promotional opportunities .
- 53- Leadership and leadership theories
- 54 - The basics of transactional analysis.
- 55^ Improving communications.
56. Measuring and controlling sales force performance.
57. Sales force evaluation methodology.
58. The sales audit.