

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

COURSE OUTLINE

COURSE TITLE SALES MANAGEMENT
CODE NO.: MKT303 SEMESTER FOUR
PROGRAM: BUSINESS GENERAL
AUTHOR: LARRY LITTLE
DATE: JANUARY 1993
PREVIOUS OUTLINE DATED: JANUARY 1992

New Revision X

APPROVED: 
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

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DATE

SALES MANAGEMENT

MKT303

COURSE NAME

COURSE CODE

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. Future trends in sales management will also be studied.

STUDENT LEARNING OBJECTIVES :

Upon successful completion of this course, the student will be able to:

- 1) define the role of a sales manager, a salesperson, and show how the sales management function fits into an organization
- 2) demonstrate a knowledge of the concept of personal selling
- 3) plan, budget and forecast effectively in a sales management scenario
- 4) demonstrate knowledge of the recruitment, selection and training processes of sales people
- 5) describe the relationship between management and leadership
- 6) show an understanding of sales, cost and profit controls
- 7) develop a positive attitude towards problem-solving and decision-making, cooperative and collaborative teamwork
- 8) develop self confidence in speech and deportment, the ability to speak well in class
- 9) recognize their personal strengths and weaknesses and develop a plan of action to address these

METHOD OF ASSESSMENT;

Tests/assignments (5 x 20%) = 100%

(Tests/assignments will be administered after each module)

All tests must be written. Students who are absent from a test must provide an acceptable explanation and documentation. Students who miss a test without explanation or documentation will be assigned a mark of zero for that test and all marks will be averaged.

TESTS AND EVALUATION INSTRUMENTS:

Since marketing is a communication subject, some of your tests could 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.

CASE ANALYSIS:

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. This case should be double-spaced and typewritten. Assignments will be penalized a grade per day late.

GRADING:

A+ (90-100%)	Consistently Outstanding
A (80- 89%)	Outstanding Achievement
B (70- 79%)	Consistently Above Average Achievement
C (60- 59%)	Satisfactory or Acceptable Achievement
R (under 60%)	Repeat. The objectives of the course have not been achieved and the course must be repeated.

TEXTBOOKS

Professional Sales Management (with cases), Rolph E. Anderson, Joseph F. Hair Jr., & Bush, Random House, 2nd edition, 1992

- one 3-ring binder for notes and handouts
- 1 VHS videotape

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.

TIME FRAME FOR COURSE MATERIAL

WEEK	TOPIC	CHAPTER
1-3	Module #1 The Personal Selling Process Overview of Sales Management Personal Selling A Career in Sales	Appendix A 1 & 2 Appendix B
4-5	Module #2 Sales Planning & Budgeting Forecasting Organizing	3 - 5
6-8	Module #3 Sales Force Development, Recruiting;- Selecting and Training	5 - 8
9-12	Module #4 Managing & Leading a Sales Force Sales Force Performance Time/Territory Management Compensation Motivation Management & Leadership	Selected Parts 9 - 14
13-15	Module #5 Controlling & Evaluating A Sales Force Sales/Costs/Profit Analysis Measuring and Evaluating Performance Business Ethics A Personal Sales Management Profile	15 16