

MKT352e Sales Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

MKT352 Sales Management covers the complex and challenging responsibilities of sales management in the 21st century. The course structure covers: (1) formulation of the sales programme where the planning of the sales involves an integration with other elements in the marketing strategy; 2) implementation of the sales programme which involves selection, training, development and compensation; and 3) evaluation and control of the sales programme to ensure proper monitoring and evaluation of sales force performance.

Topics:

- Introduction to Sales Management and its Evolving Roles
- Managing Ethics in a Sales Environment
- Customer Relationship Management and Building Partnerships
- The Selling Process
- Sales Forecasting and Budgeting
- Sales Force Planning and Organising
- Time and Territory Management
- Recruiting and Selecting the Sales Force
- Training the Sales Force
- Sales Force Leadership
- Sales Force Motivation
- Sales Force Compensation
- Sales Volume, Costs, and Profitability Analysis
- Sales Force Performance Evaluation

Textbooks:

Ingram Thomas N., LaForge Raymond W., Schepker Charles H., Williams Michael R: Sales Management: Analysis and Decision Making 9 Routledge
ISBN-13: 9781317511625-AA

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Learning Outcome:

- Distinguish the responsibilities and evolving roles of sales management
- Examine sales and sales management strategies in relation to current legal and ethical standards of practice
- Develop a plan for organising, staffing and training a sales force
- Discuss budgeting for sales force planning
- Distinguish between the skills required for selling and sales management
- Discuss the key factors in establishing and maintaining high morale in the sales force
- Develop an effective sales compensation plan
- Organise sales territories to maximise selling effectiveness
- Evaluate the performance of a sales person
- Apply sales management principles and practices to real and hypothetical situations
- Contrast the role of marketing and sales management theories to compete effectively in the business environment
- Develop course competence through discussions
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team
- Show written proficiency
- Prepare oral presentations in areas related to sales management

Assessment Strategies:

| Continuous Assessment Component | Weightage (%) |
|--|----------------------|
| PRE-COURSE QUIZ | 2 |
| PRE-CLASS QUIZ | 2 |
| PRE-CLASS QUIZ | 2 |
| PARTICIPATION | 6 |
| GROUP BASED ASSIGNMENT | 38 |
| Sub-Total | 50 |

| Examinable Component | Weightage (%) |
|-----------------------------|----------------------|
| Written Exam | 50 |
| Sub-Total | 50 |

Weightage Total **100**