



**EFFECTIVE: MAY, 2008**  
**CURRICULUM GUIDELINES**

A. Division: **Education**

Effective Date: **May, 2008**

B. Department /  
Program Area: **Commerce & Business Admin.  
Marketing Management**

Revision

New Course

If Revision, Se

**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain the basic principles of sales management;
2. demonstrate an understanding of the role of the sales force as a part of the marketing mix;
3. apply in a competent manner sales management tools such as sales forecasting, sales compensation methods, sales budgeting, sales reports, routings, quotas, sales analysis, and evaluation of performance by means of a team project that creates a sales force plan.
4. Understand the role of the function of sales management in the corporate structure.

**N:** Course Content:

1. The field of sales management and its role in the corporation
2. Functions of sales management.
3. The skills required to properly select salespeople and to deal with those that are not performing as expected.
4. Techniques for the proper training and motivation of the sales force.
5. Understanding the strengths and weaknesses of various types of compensation plans and expense policies for the sales force.
6. Proper supervision and management of sales force.
7. Maintaining morale and instilling the right types of motivation for sales force.
8. The design of sales territories and routings.
9. Understanding the various techniques for sales forecasting and establishing quotas.
10. Learning some of the methods of conducting proper sales analysis.
11. Effective evaluation methods for providing positive feedback to the sales force performance
12. Understanding the realities of sales management in terms of managing ambiguity as well as conflicting directions within an organization.

**O:** Methods of Instruction

Instruction will consist of lectures, videos and case studies. Students are required to present their work using professional presentation techniques, and to develop a comprehensive sales force plan.

**P:** Textbooks and Materials to be Purchased by Students

Stanton, W. J., Spiro et al. Management of the Sales Force, Latest Ed. McGraw Hill or equivalent text.

**Q: Means of Assessment**

Quizzes	20%
Cases	20%
Midterm Examination	25%
Project	25%
Participation	<u>10%</u>
	<u>100%</u>