



**EFFECTIVE: SEPTEMBER 2002**

**CURRICULUM GUIDELINES**

**A:** Division: **Instruction** Date: **MAY 1999**  
**B:** Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area: **Marketing Management**  
 If Revision, Section(s) Revised: **H**  
 Date Last Revised: **1999-05: F,H,M,N,O,P,Q**

**C: MARK 410 D: SALES MANAGEMENT E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
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**F:** Calendar Description: This is a comprehensive course in sales management principles and methods featuring allocation of priorities to the company's sales objectives and responsibilities; formulation of sales policy; tasks of planning, organizing, staffing and controlling the work of the field salesforce.

**G:** Allocation of Contact Hours to Types of Instruction/Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

**Lectures and Seminars**

Number of Contact Hours: (per week / semester for each descriptor)

**Lecture: 2 Hrs.**  
**Seminar: 2 Hrs.**  
**Total: 4 Hrs.**

Number of Weeks per Semester:

**15 Weeks X 4 Hrs per week = 60 Hrs.**

**H:** Course Prerequisites:

MARK 120 and MARK 150 and (CMNS 115 or any English UT course) and effective September 2002, English 12 with a letter grade of "C" or better or approved equivalent.

**I:** Course Corequisites:

**nil**

**J:** Course for which this Course is a Prerequisite:

**nil**

**K:** Maximum Class Size:

**30**

**L:** PLEASE INDICATE:

	Non-Credit
<b>X</b>	College Credit Non-Transfer
	College Credit Transfer:

Requested  Granted

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bccat.bc.ca](http://www.bccat.bc.ca))

**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 salesforce as a part of the marketing mix;
3. apply skills in sales management tools such as sales forecasting, sales compensation methods, sales budgeting, sales reports, routings, quotas, sales analysis, and evaluation of performance.

**N:** Course Content

1. The field of sales management.
2. Functions of sales management.
3. Selection of salesforce.
4. Training and motivation of salesforce.
5. Compensation plans and expenses control: salesforce.
6. Supervision of salesforce.
7. Maintaining morale of salesforce.
8. Sales territories and routings.
9. Sales forecasting and quotas.
10. Sales analysis.
11. Evaluation of salesforce performance.

**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 salesforce 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

**Q:** Means of Assessment

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

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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Course Designer(s)

G. Edwards

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Education Council/Curriculum Committee Representative

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Dean/Director

Jim Sator

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Registrar

Trish Angus

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DATE: February 2002