



**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, Section(s) Revised: **F, M, N, P, R**

Date of Previous Revision: **September 2004**

Date of Current Revision: **November 2007**

C: **MARK 4410** D: **Sales Management** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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<p><b>F:</b> Calendar Description:  <b>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 sales force. Understanding the human dynamic in managing salespeople and discussing some of the opportunities and challenges that sales managers face in their day-to-day work. Discussing the role of sales management in the broader corporate environment and the career opportunities that are available working in the sales and sales management functions. The course also reinforces the need for sales managers to display strong ethical behaviour with customers and employees alike.</b></p>	
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<p><b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p><b>Lectures and Seminars</b></p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p><b>Lecture: 2 Hours</b>  <b>Seminar: 2 Hours</b>  <b>Total: 4 Hours</b></p> <p>Number of Weeks per Semester:</p> <p><b>15 Weeks X 4 Hours per Week = 60 Hours</b></p>	<p><b>H:</b> Course Prerequisites:</p> <p><b>MARK 1120 and MARK 1150 and (CMNS 1115 or any English UT course) and English 12 with a letter grade of "C" or better or approved equivalent</b></p> <hr/> <p><b>I:</b> Course Corequisites:</p> <p><b>Nil</b></p> <hr/> <p><b>J:</b> Course for which this Course is a Prerequisite</p> <p><b>Nil</b></p> <hr/> <p><b>K:</b> Maximum Class Size:</p> <p><b>30</b></p>
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**L:** PLEASE INDICATE:

<input type="checkbox"/>	Non-Credit
<input type="checkbox"/>	College Credit Non-Transfer
<input checked="" type="checkbox"/>	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bctransferguide.ca](http://www.bctransferguide.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 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>

**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

Yes

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Course Designer(s): **David Moulton**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Rosilyn G. Coulson**

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Registrar: **Trish Angus**

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