

Marketing
COURSE NUMBER: 29:630:401
COURSE TITLE: Sales Management

COURSE DESCRIPTION

Students will be exposed to the responsibilities of a sales manager and the strategic role of Sales within the organization. The course is designed to teach students how to formulate, implement, and evaluate a sales program. The focus of the course is on the management of a sales program and salespeople. A combination of lectures, cases and class discussions will be utilized. The focus of the course is on the management of a sales program and salespeople, not on personal selling.

COURSE MATERIALS

Required Text:

Sales Force Management; Leadership, Innovation, Technology, Mark W. Johnston & Greg W. Marshall. 11th Edition. Routledge, New York & London. ISBN: 978-0-41553462-8.

FINAL GRADE ASSIGNMENT

| | |
|---------------------------------------|--------------------|
| Class participation/Attendance | 10% (5%-5%) |
| Class Presentation | 50% |
| Midterm | 20% |
| Final | 20% |

Class Participation: 5% & 5%

You will be expected and encouraged throughout the semester. Participation in class enriches the learning experience for everyone. You are encouraged to ask questions and make comments to enhance the class, within the limits that class size and time allows. Active participation may help your grade. Attendance alone is not considered active participation.

Major Project: Training Video (10 minutes in length) (50%)

The purpose of this project is to enhance your learning and teaching method when it comes to your subordinates. Sales, is a relationship business and also includes many disciplines that are learned. In order to be a good manager you must know the subject matter that you will be using. So in that respect, I want a team of no more than 3 students to create a training video of no more than 15 minutes in length that will teach and enhance your employee's effectiveness. This can be done using real interviews with

people, who are knowledgeable and experienced in the subject matter that you can use as a validation for your thesis.

For example:

Sales Organization Structure

Developing a workable Sales forecast

Recruiting the Best Sales people

Importance of training your sales force

Motivation/Recognition Programs

Evaluating Sales Force Performance

You will prepare a training manual along with a 10-minute training video to present to the class for their evaluation. You will be judged on originality, creativity, clarity, learning effectiveness and style. Each team will be showing their video in class and explaining the rationale for how and why it was made the way it was presented.

Midterm 20%

Final 20%

The points earned from the tests and assignments will be totaled and compared to the following standard to determine your final grade.

| | | |
|----|---|-------------|
| A | = | 90-100 |
| B+ | = | 87-89.99 |
| B | = | 80-86.99 |
| C+ | = | 77-79.99 |
| C | = | 70-76.99 |
| D | = | 60-69.99 |
| F | = | Under 59.99 |

Marketing (29:360:401)

COURSE SCHEDULE

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|---------------|---|----------------------|---|--------|
| Week 1 | Jan19/22 | Chapter 1 | Introduction- Including Syllabus | |
| | | | Changing World of Sales Management | Week 2 |
| Jan 26/29 | Chapter 2 | | Process of Selling | |
| Week 3 | Feb 2/5 | Chapter 3 | Linking Strategies in Sales Role | |
| Week 4 | Feb 9/12 | Chapter 4 | Organizing the Sales Force | |
| Week 5 | Feb 16/19 | Chapter 5 | Strategic Role of Information | |
| Week 6 | Feb 23/26 | Chapter 6 | Sales Person Performance | |
| Week 7 | Mar 2/5 | Chapter 7 | Motivation | |
| Week 8 | Mar 9/ <u>12</u> * | *Midterm Exam | Chapter 1-7, Multiple Choice 50 Questions | |
| Week 9 | March 14th to March 22th | Spring Break | | |
| Week 10 | Mar 23/26 | Chapter 8/9 | Personal characteristics and attributes/Sales Force recruitment | |
| Week 11 | Mar/Apr 30/2 | Chapter 9/10 | Sales Force Recruitment/Sales Force Training | |
| Week 12 | Apr6/ 9 | Chapter 11/12 | Sales Training Objectives/Sales force compensation | |
| Week 13 | Apr 13/16 | Chapter 12/13 | Cost Analysis/Evaluating Sales force performance | |

Week 14 Apr 20/23* ***Final Exam Multiple choice Chapter 8-13 50 questions**

Week 15 Apr 27/30* ***Class Project Presentations**

Week 16 May 4th Final review

Educational Dimensions of the Rutgers University Business School Learning Goals Supported by the Course:

- 1) Communication Skills Learning Goal: Students graduating with a BS degree will be able to effectively communicate business concepts orally and in writing.
In this course you will be required to present business concepts orally.
- 2) Critical Thinking Skills Learning Goal: Students graduating with a BS degree will be able to critically evaluate, analyze and interpret information to solve problems and make business decisions.
In this course the presentation assignment will require you to review a current article in the business literature and explain which marketing principles, concepts; theories, etc. are reflected within the article.
- 3) Ethics Learning Goal: Students graduating with a BS degree will be able to understand and evaluate ethical issues and situations to make business decisions.

This course will address ethical issues in marketing.

Multicultural and Diversity Learning Goal: Students graduating with a BS degree will develop an awareness and understanding of the cultural issues that impact business operations in a global society.