

# **MKT352 Sales Management**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

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
- The Selling Process
- Sales Forecasting and Budgeting
- Sales Force Planning and Organising
- 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
- Ethical sales practices

## **Textbooks:**

David Jobber, Geoffrey Lancaster & Kenneth Le Meunier-FitzHugh: Selling and Sales Management 11  
PEARSON  
ISBN-13: 9781292205076

**Learning Outcome:**

- Analyse the personal selling function.
- Examine the strategic role of the sales function.
- Compare 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 force.
- Appraise performance of the sales force.

**Assessment Strategies (Daytime Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	18
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>