

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

Course Title		Sales Management
Course Code Number		MGT 553
Year II	Semester IV	Specialization: Marketing
Credit Hours		03
Course Objectives:		
Main objective		This course aims to apply management approach to analyze the sales executive's job, the duties and responsibilities involved, and the planning and implementation of sales and marketing programs.
Enabling objectives		<p>After the completion of all the learning units of the course, participants will be able to:</p> <ul style="list-style-type: none"> - Delineate the areas in which sales executives make decision. - Analyze decision alternatives and criteria in the sales management. - Provide cases as real-world illustrations of decision situations. - Plan and implement the sales and marketing programs. - Understand the interrelationships of personal selling and marketing strategy.
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	8	Management and Organizations Introduction to sales management , The Sales Management Function- Scope and, Importance, Selling Skills and Selling Strategies, Selling Process, Management of Sales, Information,- sales organizations and its purposes, Setting up a sales organizations , - Types of sales organizations , - sales executive as a coordinator.
LU 2	12	Personal Selling and Marketing Concept Personal Selling in the age of information , General understanding on personal selling , Theories and philosophies of personal selling , Personal selling as an extended form of marketing concept , Evolution of consultative selling, Evolution of partnering , Strategic Alliance , The highest form of partnering , Sales potentials and sales forecasting methods and evaluations, Determining sales related marketing policies , Product policies, Distribution policies , Pricing policies, Promotional policies.
LU 3	5	Personal Selling Approaches General Understanding on Personal Selling Approaches, Objectives, Steps, Strategies, Deterring sales force profile, Product and Market analysis, Determining sales force size, Customer oriented selling approaches.

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LU 4	8	<p>Sales Operations and sales process General Understanding on Sales Operations , Sales budgets, Sales territories, Sales Quotas, Control of sales, Sales meeting and sales contests , Organizing display , Showroom and exhibition , Overview of sales process, Developing prospect base. Approaching customer, Creating consultative sales presentation, Custom fitting sales presentation, Negotiating buyers concern, Closing the sales and developing the partnership.</p>
LU 5	5	<p>Management of the Sales Force Understanding on Sales force functions, Recruitment and selection of sales force, determining the types of people wanted, Nature of sales jobs, Orientation and training, Motivation of sales force (motivational tools), Development of compensation Plan, Assessment of sales force productivity and performance, Developing sales force development plan.</p>
LU 6	5	<p>Distribution Planning and Control Role and Function of Distribution Channels, Process of Selection for Distribution Channels, Distribution Analyses, Channel Dynamics,- Vertical Marketing System, Horizontal Marketing System, Multi Channel Marketing System, Channel Management, Assessment of Marketing Channel Performance.</p>
LU 7	5	<p>Channel Intermediaries Overview of Channel Intermediaries, Major Channel Members, Retail Structure and Characteristics of Retailers, Retail Trends, A Typology of Retailers, Wholesale Structure and Characteristics of Wholesalers, A Typology of Wholesale, Marketing Logistics, Logistics objectives, Market logistics decision for distribution channel, Role of Information system in distribution.</p>
References		<ol style="list-style-type: none"> 1. Still. R.,Cundiff. E.,Govoni.N.,(20--).Sales Management.(5th ed.).Pearson 2. Karl F. GeraldL Manning and Barry L Reece. (20--) Selling Today: Building Quality Partnership. (8th ed.). Pearson Education 3. Tanner, Honeycutted; Erffmeyer RobertC;(20--).Sales Management. Pearson Education

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination.