

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

Course Title		Sales Management
Course Code Number		MGT 389
Year: IV		Semester: VIII (Marketing Specialization)
Credit Hours		03
Course Objectives:		
Main objective		The main objective of this course is to enrich and enlarge the skills of student as a sales executive and as a participant in the marketing management team. This course further supports in formulating strategies on the product line, on pricing, on physical distribution, on marketing channel, and on promotion.
Enabling objectives		After the completion of all the learning units of the course, participants will be able to: <ul style="list-style-type: none"> - Understand the interrelationships of personal selling and marketing strategy, including the art of salesmanship, personal selling objectives, and sales related marketing policies. - Recognize the shifts to the organizing of the sales effort both within the enterprise and relative to the distribution network. - Depth analysis of the sales executive's primary responsibilities to the sales force. - Concentrate on techniques of controlling the sales effort, including sales budgets, quotas, territories, and sales and cost analysis. - Consider the emerging field of international sales management, emphasizing sales force operations across national boundaries.
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	LH 8	Personal Selling and Marketing Strategy Evolution of sales department, sales management, objectives of sales management, types of personal selling objectives, product policies, distribution policies, pricing policies, competitive settings and personal-selling strategy.
LU 2	LH 8	Organizing the Sales Effort Nature of the sales management positions, functions of the sales executives, qualities of the effective sales executives, relations with top management, relations with managers of other marketing activities, setting up a sales organization, coordination of personal selling with other marketing activities, objectives and methods of manufacturer.
LU 3	LH 12	Sales Force Management Sales force management, organizing for recruiting and selection of sales force, planning sales training programs, executing and evaluating sales training programs, motivating sales personnel, compensating sales personnel, sales meetings and sales contests, controlling sales personnel.
LU 4	LH 12	Controlling the Sales Effort The sales budget; purposes of the sales budget, sales budget-form and

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		content, budgetary procedures. Quotas; objectives in using quotas, types of quotas and quotas-setting procedures, administering the quota system. Sales territories; the sales territories concept, reason for establishing or revising sales territories, procedure for setting up or revising sales territories, deciding assignment of sales personnel to territories, routing and scheduling sales personnel.
LU 5	LH 8	International Sales Management International sales management and culture, head office influence on overseas selling activities, formulating sales strategies at the national level, sales organizational structure, recruitment and selection, sales training, sales compensation, sales presentations, salesperson evaluation and control.
References		1. Still.R., Cundiff. E.,Govoni.N.,(20--).Sales Management.(5 th ed.).Pearson 2. Karl F. Gerald L Manning and Barry L Reece. (20--) Selling Today: Building Quality Partnership. (8 th ed.). Pearson Education 3. Tanner, Honeycutted; Erffmeyer Robert C; (20--). Sales Management. Pearson Education

Net Contact Hour is 60 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.