

DEREE COLLEGE SYLLABUS FOR: MK 4153 SALES MANAGEMENT			
(Updated Spring 2021)			
UK LEVEL 6 UK CREDITS: 15 US CREDITS 3/0/3			
PREREQUISITES:	MK2030 Introduction to Marketing/ MK2030 Fundamentals of Marketing		
CATALOG DESCRIPTION:	Salesforce management, the professional selling processes, the relationship between sales and marketing, account and territory management, sales strategies and customer relationship management in different contexts.		
RATIONALE:	The purpose of this course is to provide an understanding of the concepts and theories pertaining to sales management and to sales channels as well as their importance in the successful implementation of marketing strategies. The course contributes marketing students' knowledge and skills planning, organizing and evaluating sales management.		
LEARNING OUTCOMES:	<ol style="list-style-type: none"> 1. Demonstrate understanding of professional sales environment, including its planning, organizational structure, and evaluation. 2. Critically evaluate the importance of effective personal selling and the strategic role of salespeople in the implementation of a company's marketing strategy. 3. Demonstrate critical awareness of current problems in sales management. 4. Analyse sales management frameworks and the selling process in different business environments. 		
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ➤ Class lectures, extensive use of examples from the local and international business environment to highlight application of key sales management concepts. ➤ Analysis and discussion of short cases and problems in class that focus on personal selling issues as well as specific sales management issues related to the content of each chapter. ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, or case studies. ➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 		
ASSESSMENT:	<p>Summative:</p> <table border="1" style="width: 100%;"> <tr> <td>Coursework: Written case study</td> <td style="text-align: center;">40%</td> </tr> </table>	Coursework: Written case study	40%
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	<table border="1"> <tr> <td data-bbox="634 195 1198 258">Written Project; Individual; 1,800-2,200 words</td> <td data-bbox="1198 195 1377 258"></td> </tr> <tr> <td data-bbox="634 258 1198 321">Final Examination (2-hour, comprehensive). Essay-type questions</td> <td data-bbox="1198 258 1377 321" style="text-align: center;">60%</td> </tr> </table> <p>Formative:</p> <table border="1"> <tr> <td data-bbox="634 384 1198 447">In-class, 1-hour, "diagnostic" test - Essay-type questions</td> <td data-bbox="1198 384 1377 447" style="text-align: center;">0%</td> </tr> <tr> <td data-bbox="634 447 1198 510">Coursework: Class discussions, assignments</td> <td data-bbox="1198 447 1377 510" style="text-align: center;">0%</td> </tr> </table> <p>Integrative Case: is a comprehensive written case that involves multiple sales management issues. It requires analysis of complex data and situations, evaluation of the situation described, identification of the problem(s) encountered and synthesis of a proposed strategy.</p> <p>The formative course work aims to prepare students for the summative assessments.</p> <p>The summative coursework tests Learning Outcomes: 2, 3, 4.</p> <p>The final examination tests Learning Outcomes: 1, 2, 3 with emphasis placed on 1.</p> <p>Students are required to resit failed assessments in this module.</p>	Written Project; Individual; 1,800-2,200 words		Final Examination (2-hour, comprehensive). Essay-type questions	60%	In-class, 1-hour, "diagnostic" test - Essay-type questions	0%	Coursework: Class discussions, assignments	0%
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In-class, 1-hour, "diagnostic" test - Essay-type questions	0%								
Coursework: Class discussions, assignments	0%								
INDICATIVE READING:	<p>REQUIRED READING:</p> <p>Jobber, D., Lancaster, G. and Le Meunier-Fitzhugh, K. (2019), <i>Selling and Sales Management</i>, 11th edition, Pearson.</p> <p>A variety of readings and case studies will be provided on Blackboard or in class, organized by lecture topic.</p> <p>RECOMMENDED READING:</p> <p>BOOKS</p> <p>Ingram, T.N., LaForge, R.W., Avila, R.A., Schwegker, C.H. and Williams, M.R. (2019), <i>Sales Management – Analysis and Decision-Making</i>, 10th edition, Routledge.</p> <p>Rustenburg, G. and Steenbeek, A. (2016), <i>Sales Management</i>, 1st edition, Routledge.</p> <p>ARTICLES</p> <p>Badawi, N.S. and Battor, M. (2020), "Do social capital and relationship quality matter to the key account management effectiveness?", <i>Journal of Business & Industrial Marketing</i>, Vol. 35, No. 1, pp. 134-149.</p> <p>Guenzi, P. and Storbacka, K. (2015), "The organizational implications of implementing key account management: A case-based examination", <i>Industrial Marketing Management</i>, Vol. 45, pp. 84-97.</p>								

	<p>Gupta, A., Kumar, A., Grewal R. and Lilien, G.L. (2019), "Within-Seller and Buyer–Seller Network Structures and Key Account Profitability", <i>Journal of Marketing</i>, Vol. 83, No. 1, pp. 108-132.</p> <p>Homburg, C., Jensen, O. and Krohmer, H. (2008), "Configuration of Marketing and Sales: A taxonomy", <i>Journal of Marketing</i>, Vol. 72, No. 2, pp. 133-154.</p> <p>Homburg, C., Muller, M. and Klarmann, M. (2011), "When should the customer really be king? On the optimum level of salesperson customer orientation in sales encounters", <i>Journal of Marketing</i>, Vol. 75, No. 2, pp. 55-74.</p> <p>Kotler, Philip, Rackham, Neil and Krishnaswamy, Suj (2006), "Ending the War Between Sales & Marketing", <i>Harvard Business Review</i>, Vol.84, Issue 7/8, pp.68-78.</p> <p>Loveland, J. M., Lounsbury, J.W., Park, S-H. and Jackson, D.A. (2015), "Are Salespeople Born or Made? Biology, Personality, and the Career Satisfaction of Salespeople," <i>Journal of Business & Industrial Marketing</i>, Vol. 30 (March), pp. 233-240.</p> <p>Mahlamäki T., Rintamäki, T. and Rajah, E. (2019), "The role of personality and motivation on key account manager job performance", <i>Industrial Marketing Management</i>, Vol. 83, No. 8, pp. 174-184.</p> <p>Moncrief, W.C., Marshall, G.W. and Lassk, F.G. (2006), "A contemporary taxonomy of sales positions", <i>Journal of Personal Selling and Sales Management</i>, Vol. XXVI, No. 1, pp. 55-65.</p> <p>Rodriguez, M., Dixon, A.L. and Peltier, J.W. (2014), "A review of the interactive marketing literature in the context of personal selling and sales management - A research agenda", <i>Journal of Research in Interactive Marketing</i>, Vol. 8, No. 4, pp. 294-308.</p> <p>Roman, S. and Rodriruez, R. (2015), "The influence of sales force technology use on outcome performance", <i>Journal of Business and Industrial Marketing</i>, Vol. 30, No. 6, pp. 771-783.</p> <p>Verbeke, W., Dietz, B. and Verwaal, E. (2011), "Drivers of sales performance: a contemporary meta-analysis. Have salespeople become knowledge brokers?", <i>Journal of the Academy of Marketing Science</i>, Vol. 39, pp. 407-428.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>Journal of Personal Selling & Sales Management Journal of Marketing Journal of Business and Industrial Marketing Journal of Business to Business Marketing</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Written case analyses submitted in Word using appropriate terminology.</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, Excel, Internet</p>

WWW RESOURCES:	http://www.salesandmarketing.com http://www.nasp.com http://smei.org http://gisportal.com https://www.baylor.edu/business/kellercenter/
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. The nature and role of selling and sales management 2. Key issues and trends in sales management 3. Sales and marketing planning 4. The sales environment – buyer behaviour; sales contexts; international selling 5. The professional selling process 6. Personal selling skills 7. Key account management and relationship selling 8. Sales management and technology 9. Recruitment and selection 10. Motivation and training 11. Salesforce structure and compensation 12. Sales forecasting and budgeting 13. Salesperson Performance Evaluation