

Course Unit Title:	Selling and Sales Management
Course Unit Code:	MAR205
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3 or 4
Semester when the unit is delivered:	5 or 6 or 7 or 8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain alternative approaches for managing a sales force through market analysis • Describe sales planning methodology using established techniques • Set up and organise a sales force through a step by step process • Describe how a sales force would be selected and trained 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR101
Recommended optional program components:	None
<p>Course Contents:</p> <p>Objective: To study and learn and be able to apply the techniques and methods used to effectively manage and control a sales force.</p> <p>Description: Definition of sales management: Sales management as related to other marketing activities; the use of personal selling to encourage customer purchases; the sales management process; activities performed by field sales managers; typical career paths in sales.</p> <p>Strategic planning and budgeting: Setting objectives for the firm in general and the sales department in particular; formulating strategies to reach these objectives; determining the size of the sales force; calculating sales force turnover; preparing a sales force budget.</p>	

Personal selling: Understanding buyer/seller interactions; overview of the steps in the selling process: locating and qualifying prospects; approaching buyers and making a sales presentation; overcoming objections; closing the sale; following up on the sales call.

Organization as related to selling: Principles of sales organization; distinction between line and staff sales jobs; matrix organizations; geographic, customer, product and functional specializations.

Estimating potentials and forecasting sales: Estimating potential for sales territories; seasonal adjustment of sales data; judgmental forecasting; calculation of naive, moving average and exponential smoothing forecasts.

Recruiting and selecting personnel: Analysing a sales job; writing a job description; hiring criteria for sales jobs; ways of recruiting sales employees; the selection process.

Training: Reasons for which sales training is necessary; topics to be included in a training program; advantages and disadvantages of centralized and decentralized sales training; the use of line, staff and outside trainers; the value of alternative training methods.

Compensating salespeople: Balancing the need for wages against company resources; selecting appropriate compensation methods; setting pay levels; determining fringe benefit packages; assembling a compensation plan.

Motivating salespeople. Reasons for which salespeople need motivation; models of motivation; use of meetings to motivate salespeople; calculation and use of sales quotas; design of sales contests and recognition awards.

Evaluation and control: Conducting a sales performance analysis; distinction between cost control and activity control; models used to evaluate sales performance.

Sales ethics: The philosophical bases for business ethics; making decisions that involve ethical problems; recognizing the issues of common sales ethics; building a sales ethics program.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

<p>Recommended or required reading:</p>	<p>Required reading:</p> <p>Dalrymple, D.,Cron W.: SALES MANAGEMENT: CONCEPTS & CASES, Wiley</p> <p>Recommended readings:</p> <p>Spiro R.: MANAGEMENT OF A SALES FORCE McGraw Hill</p> <p>Ingram T. et al : SALES MANAGEMENT:Analysis and Decition , South Western College Publishers</p> <p>Calvin R. J. : SALES MANAGEMENT, McGraw Hill</p> <p>Miller W. S.: PROACTIVE SALES MANAGEMENT: How to lead, motivate and stay ahead of the Game. American Management Association</p> <p>Jobber/Lancaster : SELLING AND SALES MANAGEMENT Pitman Publishing</p> <p>Selected articles from periodicals</p>						
<p>Planned learning activities and teaching methods:</p>	<p>Virtual lectures, workshops, group work, assignments and exams</p>						
<p>Assessment methods and criteria:</p>	<table> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examination	50%	Ongoing evaluation	50%		100%
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Ongoing evaluation	50%						
	100%						
<p>Language of Instruction:</p>	<p>English</p>						
<p>Work Placement(s):</p>	<p>No</p>						
<p>Place of Teaching:</p>	<p>Blackboard Virtual Learning Platform</p>						