



**EFFECTIVE: SEPTEMBER 2004**  
**CURRICULUM GUIDELINES**

A. Division: **Instruction** Effective Date: **September 2004**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision  New Course

If Revision, Section(s) **C, H**

Revised:

Date of Previous Revision: **2002-09**

Date of Current Revision: **2004-09**

C: **MARK 4410** D: **Sales Management** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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<b>F:</b> Calendar Description: <b>This is a comprehensive course in sales management principles and methods featuring allocation of priorities to the company's sales objectives and responsibilities; formulation of sales policy; tasks of planning, organizing, staffing and controlling the work of the field salesforce.</b>		
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<b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 2 Hours</b> <b>Seminar: 2 Hours</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  <b>MARK 1120 and MARK 1150 and (CMNS 1115 or any English UT course) and English 12 with a letter grade of "C" or better or approved equivalent</b>
	<b>I:</b> Course Corequisites:  <b>Nil</b>
	<b>J:</b> Course for which this Course is a Prerequisite  <b>Nil</b>
	<b>K:</b> Maximum Class Size:  <b>30</b>

<b>L:</b> PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )
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**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain the basic principles of sales management;
2. demonstrate an understanding of the role of the salesforce as a part of the marketing mix;
3. apply skills in sales management tools such as sales forecasting, sales compensation methods, sales budgeting, sales reports, routings, quotas, sales analysis, and evaluation of performance.

**N:** Course Content:

1. The field of sales management.
2. Functions of sales management.
3. Selection of salesforce.
4. Training and motivation of salesforce.
5. Compensation plans and expenses control: salesforce.
6. Supervision of salesforce.
7. Maintaining morale of salesforce.
8. Sales territories and routings.
9. Sales forecasting and quotas.
10. Sales analysis.
11. Evaluation of salesforce performance.

**O:** Methods of Instruction

Instruction will consist of lectures, videos and case studies. Students are required to present their work using professional presentation techniques, and to develop a comprehensive salesforce plan.

**P:** Textbooks and Materials to be Purchased by Students

Stanton, W. J., Spiro et al. Management of the Sales Force, Latest Ed. McGraw Hill.

**Q:** Means of Assessment

Quizzes	20%
Cases	20%
Midterm Examination	25%
Project	25%
Participation	<u>10%</u>
	<u>100%</u>

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

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Course Designer(s): **Gerard Edwards**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Rosilyn G. Coulson**

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Registrar: **Trish Angus**

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