COURSE SYLLABUS
Southeast Missouri State University

Department of Management and Marketing

Title of Course: Sales Management

Course No: MK447
Revision: Spring 2012

I. Catalog Description and Credit Hours of Course:

Human relations aspect of organizing and managing an outside sales force, sales analysis, planning and control. (3 credit hours)

II. Prerequisites: MK301 with a minimum grade of “C.”

III. Purposes or Objectives of the Course:

A. Provide guidelines for selecting, training, compensating, regulating, evaluating, and stimulating salespersons.

B. Make students aware of the tremendous career opportunities for college graduates in sales management.

C. Provide a sound base for further study for those who wish to use sales-force management as a stepping stone to higher administrative positions, especially to marketing manager or vice president of marketing.

D. Review the development and present status of sales-force management in our economy.

E. Add to the students' base for sound development of professional competence in marketing, salesmanship, and sales management through practice in problem solving and decision making, by use of representative case problems.

F. Evaluate managerial and technological advancements in the field that tend to make for a more scientific method of management.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. identify guidelines for selecting, training, compensating, regulating, evaluating and motivating salespersons.

B. demonstrate effective problem-solving skills when exposed to sales management issues. Explain and defend solutions to the issues presented.

C. identify managerial and technological advancements in the sales management field.

V. Expectations of Students:

A. Normal expectations, including two hours spent outside of class for each hour in class.

B. Additional emphasis on class participation due to the use of cases, problems, exercises, and/or projects.
VI. Course Content or Outline:

A. Introduction
   1. Sales Management 1
   2. Sales Force Organization 1

B. Sales Planning
   1. Forecasting Market Demand and Sales Budgets 2
   2. Design and Size of Sales Territories 2
   3. Sales Objectives and Quotas 2

C. Staffing the Sales Force
   2. Sales Human Resource Management: Recruiting Successful Salespeople 2
   3. Sales Human Resource Management: Selection, Placement, and Socialization of Successful Salespeople 2

D. Training the Sales Force
   1. The Management of Sales Training and Development 2
   2. Contents of the Sales Training Program: Sales Knowledge and the Selling Process 2

E. Directing the Sales Force
   1. Motivating Salespeople Toward High Performance 2
   2. Compensation for High Performance 2
   3. Leadership: Productivity Through People 2

F. Sales Force Analysis and Evaluation
   1. Analysis of Sales and Marketing Costs 2
   2. Evaluation of Salespeople's Performance 2

G. Social Responsibility of Sales Managers
   1. Social, Ethical, and Legal Issues in Selling 2

VII. Textbooks and/or Other Required Materials or Equipment:

A. Text


VIII. Basis for Student Evaluations:

A. Exams and quizzes

B. Cases and projects

C. Other assignments