

COURSE SPECIFICATION DOCUMENT

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| Academic School / Department: | Richmond Business School |
| Programme: | BA Marketing with Combined Studies |
| FHEQ Level: | 5 |
| Course Title: | Selling Success: Sales Theory and Practice |
| Course Code: | MARK 5102 |
| Total Hours: | 160 (Lev 3-5) (4 US Credit) |
| Timetabled Hours: | 45 |
| Guided Learning Hours: | 15 |
| Independent Learning Hours: | 100 |
| Credit | 16 UK CATS credits 8 ECTS credits 4 US credits |

Course Description:

This course examines the role of modern sales management theory and practice in a global setting. It aims to equip students with both the theoretical knowledge and the practical aspects of selling from managing a salesforce to managing the sales process. Students will explore innovative sales management strategies, key account management, current trends and 'best-practices' of leading sales organisations and professionals through lectures, case study analysis, guest lectures and project work. Students will also explore selling as a career, the rewards and the key success factors.

Prerequisites:

40 Credits

Aims and Objectives:

- To provide a foundational understanding of sales management theory and practice and the role it plays in achieving organisational goals.
- To equip students to understand and apply sales management techniques and strategies to build effective sales programmes utilising innovative tools.
- To foster critical thinking and problem-solving in the fast-paced global sales environment.
- To provide a foundation for further in-depth study of sales as a career.

Programme Outcomes:

A5I, A5II, B5II, C5I

A detailed list of the programme outcomes is found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

| Course Learning Outcomes | Programme Learning Outcomes |
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| <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of modern sales management theory and practice. | L5A (II) |
| <ul style="list-style-type: none"> • Evaluate different selling approaches, tools and channels selecting the most appropriate for specific customer segments and territories. | L5A (I) |
| <ul style="list-style-type: none"> • Apply techniques develop and evaluate sales management strategies and programmes. | L5B (II) |
| <ul style="list-style-type: none"> • Apply and communicate sales techniques and strategies to realistic sales simulations; role plays or creative projects. | L5C (I) |

Indicative Content:

Part One: Introduction to Sales Management

- Modern Sales Management – leadership, innovation and technology
- Types of sales and sales roles
- Integration of the sales and marketing functions

Part Two: Formulation of a Sales Programme

- The steps involved in the selling process
- Understanding organisational buying – behaviour and decision-making units
- Organising the sales force – structure and forecasting
- The role of innovation and technology in the sales function

Part Three: Implementation of a Sales Programme

- Understanding the salesperson
- Salesforce recruitment, selection, training, motivation and compensation

Part Four: Evaluation and control of the Sales programme

- Salesforce automation tools and CRM systems
- Salesforce performance reporting and analysis

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Johnson, M. and Marshall, G. (2021) *Sales Force Management*. (13th ed) Oxon: Routledge.

Journals

European Journal of Marketing.
Journal of Marketing Management.
Journal of Marketing.
Journal of Marketing Research.
Journal of International Marketing.
Journal of Personal Selling and Sales Management.
International Journal of Market Research.

Websites

The Chartered Management Institute (CMI). Available at: <https://www.managers.org.uk/> (Accessed: November 2024).

The Federation of Small Businesses (FSB). Available at: <https://www.fsb.org.uk/> (Accessed: November 2024).

The Chartered Institute of Marketing (CIM). Available at: <https://www.cim.co.uk/> (Accessed: November 2024).

Marketing Week. Available at: <https://www.marketingweek.com/> (Accessed: November 2024).

Econsultancy. Available at: <https://econsultancy.com/> (Accessed: November 2024)

Office for National Statistics (ONS). Available at: <https://www.ons.gov.uk/> (Accessed: November 2024).

Mintel. Available at: <https://www.mintel.com/> (Accessed: November 2024).

Statista. Available at: <https://www.statista.com/> (Accessed: November 2024).

World Trade Organization. Available at: www.wto.org (Accessed: November 2024).

The Organisation for Economic Co-operation and Development (OECD). Available at: www.oecd.org (Accessed: November 2024).

The World Bank. Available at <https://www.worldbank.org/ext/en/home> (Accessed: November 2024).

Economist Intelligence. Available at: www.eiu.com (Accessed: November 2024).

The Financial Times. Available at: www.ft.com (Accessed: November 2024).

Bloomberg Businessweek. Available at: <https://www.bloomberg.com/businessweek> (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Registry Services |
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| First Edition | Dec 2024 | |
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