

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Digital Marketing
FHEQ Level:	5
Course Title:	Developing and Managing Sales
Course Code:	MKT 5400
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course examines the role of sales management skills including an analysis of selling practices with emphasis on the selling process and sales management, the development of territories, determining potentials and forecasts, setting quotas, analysis of customers and markets. The course will provide students with skills, such as developing sales management strategies, designed to help companies to organise sales forces, recruiting and selecting the right people, training, and developing the sales force, motivating, and rewarding salespeople. Lectures, projects, and cases analyse all aspects of assessing the performance of the sales force necessary for the effective management of a sales team, whether in consumer goods, business-to-business, or service marketing.

Prerequisites:

MKT 5200 Principles of Marketing

Aims and Objectives:

To have students learn, understand, and apply the basic and essential principles and concepts of the selling process, personal selling, and sales management in the global marketplace as well as to increase the student's awareness and knowledge of the role that sales plays within the company's dynamic micro/macro environments. To provide a foundation for further in-depth study of sales as a career and to enlighten the student's perspective of how technology is changing the way sales is conducted cross-culturally and around the globe. Skill objectives: to apply integrated marketing concepts to real-life sales situations and to develop effective decision-making skills as sales managers; to enhance oral and written communication skills.

Programme Outcomes:

Digital Marketing: A1, A3, A7, B2, C1, C2, D1

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the 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:

Knowledge and understanding

- Have developed knowledge and practice of the sales management role in organisations as well as a good understanding of corporate strategy, marketing, and sales strategy.
- Recognise the contributions made by contemporary leadership approaches and their relevance to develop sales management leadership skills and to become aware of the eight steps involved in the selling process as well as the differences between a new buy, modified re-buy.
- To acquire the knowledge/skills for the selection, training, development, and motivation of salespeople. To become aware of the difference between managing and leading.
- Explain why it is important to evaluate the overall performance of the organisation's sales force, customer lifetime value and KSA (knowledge, skills, abilities).

Cognitive Skills

- Critique established ideas, concepts and techniques drawn from studies and use knowledge to examine a wide range of business problems and issues, including future work/practice arena. Define terms adequately and to generalise appropriately.
- Identify and critically assess different perspectives on and approaches to business, organisational and work-practice issues.
- Critically reflect on, evaluate, and apply learning in differing work/practice contexts.

Practical and/or Professional Skills

- Use and adapt relevant business knowledge and skills to practically engage with a range of problems and issues in work/practice arena.
- Use specific business knowledge, cognitive and key skills, as a basis for significantly enhancing future working life.

Key Skills

- Communicate information, ideas and arguments effectively using appropriate styles and language, to specialist and non-specialist audiences.

Indicative Content:

- Introduction to Personal Selling and Sales Management.
- The sales function.
- Changes in the professional selling environment.
- Learning Selling Skills.
- Communication, verbal and non-verbal and the buying process:
- Understanding purchasing motivations and buyer types.
- The personal selling process.
- Finding and qualifying prospects, making presentations, dealing with objections, closing the sale.
- Sales management - Recruitment, Motivation, Compensation, Training, Leadership, Organisation.
- Ethical issues in sales management.
- Sales forecasting: Qualitative and quantitative methods.

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:

The course will be taught using a variety of methods including lectures, directed reading, case studies analysis, back-to-back class activities and weekly tasks, video-clips and class discussions, weekly class-activities, team-based project work.

Indicative Text(s):

Tanner, J., Erffmeyer, R. and Honeycutt, E., 2014. *Sales management*. Harlow: Pearson.

Recommended Reading:

Cron, W. and DeCarlo, T., 2010. *Sales management: concepts and cases*. 10th ed. Hoboken, NJ: Wiley.

Grigorova, V., 2019. *Contemporary Dimensions of Sales Management*. Business Management / Biznes Upravljenje, (4), pp. 23–38. Available at: <https://search-ebscohost-com.raiul.koha-ptfs.co.uk/login.aspx?direct=true&db=buh&AN=141074997&site=ehost-live> (Accessed: 29 September 2021).

Jobber, D., and Lancaster, G., 2019. *Selling and sales management*. 11th ed. Harlow: Pearson Education Ltd.

Mitchell, J., 2003. *Hug your customers: the proven way to personalize sales and achieve astounding results*. New York: Hyperion.

Journals

Journal of Sales and Marketing Management
Marketing News
European Journal of Marketing
The Quarterly Review of Marketing
Journal of Marketing Management
Journal of International Marketing
International Marketing Review

Web Sites

www.wto.org
www.oecd.org
www.worldbank.com
www.eiu.com
www.ft.com
www.ciafactbook.com
www.businessweek.com

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
Change from FHEQ Level 6 to 5 – change of recommended reading list (Marios Konstantinidis)		
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	