

Standard Course Outline

MKTG 420 Sales Management

I. General Information

- ♦ Course number: MKTG 420
- ♦ Title: Sales Management
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 300, IS 301 (IS 301 waived for Marketing minors)
- ♦ Course Coordinator: Dr. Sam Min
- ♦ Date prepared/revised: 04/2020

II. Catalog Description

Management of a sales force: organizing and deploying a sales force, developing effective sales training programs, designing motivation and compensation plans, asserting effective leadership and evaluating sales force performance. Sales analysis, forecasting techniques, account and territory management, and negotiations. Letter grade only (A-F).

III. Curriculum Justification(s)

Sales management focuses on the practical application of sales techniques and the management of a firm's sales operations. It is one of key marketing activities and important business function because sales of products and services and resulting profit drive most commercial business.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning Goal – Critical Thinking:** Students will analyze key behavioral, technological, and managerial forces and long-run trends in the sales environment and make recommendations for effective sales management.
- **Learning Goal – Communication:** Students will demonstrate that they are able to work in teams via a team-prepared written project.
- **Learning Goal – Business Function:** Students will stress important analytical, communication, relationship, and leadership skills that sales managers need.
- **Learning Goal – Analytical Skill:** Students will summarize and analyze the latest sales statistics and sales data to aid decision making for sales force management.

V. Outline of Subject Matter

This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the Marketing and Sales Management area or the

depth of some topics. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

Topics:

1. Introduction to sales management: the role of sales in marketing
2. Professional sales
3. Buying and selling processes
4. Sales strategies, sales organizations
5. Profiling, recruiting, training
6. Motivating sales force
7. Sales force compensation and incentive plans
8. Sales analysis
9. Account and territory management and negotiations
10. Forecasting sales and developing budgets
11. Ethics in sales management

VI. Methods of Instruction

- Traditional
- Hybrid
- Local Online
- Distance Education

A project is required. For example, each team would write and submit an original Sales Plan based on a case and other information provided during class and from the team's 'research.' Each team would present and defend a portion of their Plan to 'management'; this is in addition to the written Plan.

VII. Information about Textbooks/Readings

There are a limited number of textbooks for this course. The following textbooks are recommended:

- Management of Sales Force. 12th edition. Irwin/McGraw-Hill. Spiro, Stanton & Rich
- Sales Management: Building Customer Relationships and Partnerships. Houghton Mifflin Company, Hair, Anderson, Mehta, and Barbin

References: Following are several books that provide valuable insights into selling and sales management. The books are not directly discussed in class, but are supplemental for interested students.

- Rethinking the Sales Force , Neil Rackham and John DeVincentis, McGraw Hill
- Selling: The Profession , David Lill, DM Bass

- Compensating the Sales Force, David Cichelli, McGraw Hill
- Sales Management, Robert Calvin, McGraw Hill
- The New Solution Selling, Keith Eades, McGraw Hill
- It's Not Rocket Science, Mitchell Goozé, IMI
- Relationship Selling, Jim Cathcart, Perigee
- Selling is a Team Sport, Eric Baron, Prima

VIII. Instructional Policies Requirements

A. Grading Policy:

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below. It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even

though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. Campus Computer/Network Usage:

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "[Policy Governing Access to and Use of CSULB Computing Resources](#)". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: amac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.



California State University, Long Beach

College of Business

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)