ACADEMIC AFFAIRS

Course Number: MRKT 411   Department: Business Administration

Course Title: Sales and Sales Management   Semester: Spring   Year: 1999

Objectives/Competencies

Course Objective	Competencies
1. Exploring ethics as it relates to the task of the sales manager.	1. Explore the nature of ethics in exchanges. 2. Understand the ethical problems faced by sales people and sales managers. 3. Identify and briefly describe how marketers and sales people view the ethics of marketing and selling. 4. Assess who is responsible for ethical behavior.
2. Identifying the major tasks of Sales Management.	1. Examine the ways in which a sales force can be organized providing the structure through which sales plans can be implemented and sales objectives achieved. 2. Contrast the various forecasting methods as well as understand the risks and limitations of forecasting. 3. Examine the purpose of establishing quotas, the reasons not to use the quotas, the quota setting process and characteristics of a good quota plan. 4. Differentiate between quotas and budgets. Illustrate the purpose of sales budgets, preparation of sales budgets and approaches to controlling field selling costs.

Course Objective	Competencies
	5. Design sales territories, utilize objectives, procedures, time management and territorial performance comparison.
3. Develop a Sales Force Staffing Plan.	1. Identify the recruiting needs, the process to be used and the sources of applicants. 2. Analyze the legal considerations in hiring personnel. 3. Design the training that will be required to perform the sales job effectively.
4. Assemble a total motivation package for the Sales Force.	1. Assess what areas motivate sales people and why salespeople need to be motivated. 2. Determine the causes and impact of poor sales force moral. 3. Identify the characteristics of a good compensation plan and design the appropriate steps in such a compensation plan. 4. Develop a sales force incentive program and structure a formal sales expense program.