

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

**ACADEMIC AFFAIRS**

Course Number: MKT265 Department: Business Administration

Course Title: Sales and Sales Management Semester: Spring Year: 2019

**Objectives/Competencies**

| <b>Course Objective</b>                             | <b>Competencies</b>  |
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| 1. 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.<br>2. Examine the purpose of establishing quotas, the reasons not to use the quotas, the quota setting process and characteristics of a good quota plan.<br>3. Design sales territories, utilize objectives, procedures, time management and territorial performance comparison. |
| 2. Develop a Sales Force Staffing Plan.             | 1. Identify the recruiting needs, the process to be used and the sources of applicants.<br>2. Analyze the legal considerations in hiring personnel. Design the training that will be required to perform the sales job effectively   |

| <b>Course Objective</b> | <b>Competencies</b> |
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