



FILED JAN 21 2000

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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 2220****Skills for Sales Management**

Hours/Week:	3	Total Hours:	36	Term/Level:	200010
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites:

MKTG 1219 – Professional Sales 1

Course Objectives:

Upon successful completion of this course, the student will be able to:

1. Discuss the role and responsibilities of a Sales Manager.
 2. Identify, analyze and develop typical solutions for Sales Management problems relating to planning selection, training, motivation, sales meetings, compensation and performance evaluation.
 3. Execute a self development plan in the areas of: Leadership, Communication Styles and Managing the Self Management Process.
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Evaluation

Final Examination & Quizzes	30%
Participation & Attendance	20%
Assignments & Group Projects	<u>50%</u>
TOTAL	100%

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Summary:

Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 2220

Skills for Sales Management

Effective Date

January 2000

Instructor(s)

Shaun Fitzpatrick

Office No.:

Office Hours:

Phone: 990-9022

Fax: 990-9259

Required Text(s) and Equipment

Skills for Sales Management by Horn & Batcher, Publisher: CPSA Sales Institute

Reference Text(s) & Recommended Equipment

Photocopies of related articles will be handed out to supplement the reading in the text.

Course Notes (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Session	Outcome/Material Covered	Reference/Reading
1	Introductions Role of the Sales Manager	Preface, Chs. 1, 2, 3
2	Sales Management Leadership Assignment: Leadership Self Development and Salesperson Development Plan	Ch. 4
3	Leading Through Times of Change Assignment: Change Management Case Study	Chs. 5, 6
4	Effective Communication	Chs. 7, 8, 9
5	Change Management Case Study Team Reports Assignment: - Communication Styles Self Assessment - Prepare for Quiz #1 – Preface & Chs. 1 to 6	
6	Managing Communication Styles Quiz #1 Assignment: Communication Styles – Management Self Development Plan	
7	Productive Sales Meetings Hiring and Recruiting Assignment: Prepare for Hiring and Recruiting Triad Role Play	Chs. 10, 11, 12
8	Hiring and Recruiting Triad Role Plays Assignment: Prepare for Quiz #2 - Chs. 7 to 15	Chs. 13, 14, 15
9	Strategic Sales Management Quiz #2	Chs. 16, 17, 18
10	Managing the Self Management Process Assignment: A Self Management Action Plan for yourself and your salespersons.	Chs. 19, 20
11	Developing a Sales Training Program Assignment: Prepare for final exam – Chs. 16 to 22	Chs. 21, 22
12	Coaching and Motivating the Sales Force FINAL EXAM	

