

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME Sales Management  
COURSE NUMBER 3343 MKTG 343 | DATE September 1994  
Prepared by Glenna Urbshadt | Taught to Second Year  
School Business | School Business  
Program Marketing Management | Program Marketing Management  
Date Prepared August 1994 | Option Professional Sales,  
Small Business Development  
Term 3 Hrs/Wk 4 Credits 5  
No. of Weeks 14 Total Hours 56

Instructor(s) Glenna Urbshadt Office SE6-324 Local 6770

Office Hours As posted on office door

### PREREQUISITES

Acceptance into the second year of the program.

### COURSE OBJECTIVES

Upon successful completion of this course, the student will:

1. Understand the role and responsibilities of a Sales Manager.
2. Be exposed to Sales Management techniques that can be put to practical use.
3. Become familiar with current management issues and the possible impact of these issues on one's future career.

### EVALUATION

Final Examination	<u>35</u>	%
Midterm	<u>25</u>	%
Projects	<u>20</u>	%
Laboratory	<u>20</u>	%
TOTAL	<u>100</u>	%

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## **PLEASE NOTE**

- a. Your final examination will be written during the formal examination week.
- b. In order to get credit for the project as well as the lab marks, you must have 30 out of a possible 60 marks on the total of the midterm and final exam marks.
- c. For late submission of the project, 10% will be deducted daily, for each day late. After 10 days, the project will not be accepted.
- d. Up to 10% of the marks will be deducted on the project for spelling and grammatical errors.
- e. Lab assignments are due beginning of lab. 10% will be deducted for each day late.
- f. Attendance requirements will be enforced as per the BCIT Calendar, page 7. Excessive absence will consist of missing more than 2 labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final exam.

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## **REQUIRED TEXT AND EQUIPMENT**

Text: "Management of a Sales Force", 8th Edition  
Stanton, Buskirk, Spiro  
Published by Richard D. Irwin

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## **REFERENCE TEXTS AND RECOMMENDED EQUIPMENT**

There are numerous Sales Management texts available in the library that students may refer to for a different approach to the subject.

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## **COURSE SUMMARY**

Like any manager, the Sales Manager is responsible for developing plans and evaluating the results. We will begin this course by discussing how the Sales Manager organizes and plans the firm's overall personal selling effort. Once we have looked at the planning responsibilities we will examine how the Sales Manager implements these plans by selecting the appropriate sales personnel and directing their (salesperson's) efforts towards the desired objectives. We will conclude the course by examining the means by which the Sales Manager can monitor and evaluate sales force performance to ensure desired results are achieved.

**COURSE OUTLINE**  
(continued)

<b>Week Lecture or Lab Number</b>	<b>Material Covered</b>	<b>References</b>
1 Sept. 7	Introduction to Course	
2 Sept. 12 Sept. 14	Planning and Organization Forecasting Market Potential	Chapters 2, 3 Chapter 15
3 Sept. 19 Sept. 21	Sales Forecasting Shinerama - No Lecture	Chapter 15 cont'd.
4 Sept. 26 Sept. 28	Budgeting Establishing Sales Territories	Chapter 16 Chapter 17
5 Oct. 3 Oct. 5	Cont'd. Quotas	Chapter 18
6 Oct. 10 Oct. 12	THANKSGIVING Selecting Salespeople	Chapter 4
7 Oct. 17 Oct. 19	Recruiting MIDTERM	Chapter 5
8 Oct. 26 Oct. 26	Processing Applicants Training	Chapter 6 Chapter 8
9 Oct. 31 Nov. 2	Motivation Class Presentations/Expectations	Chapter 9
10 Nov. 7 Nov. 9	Guest Speaker - Human Rights REMEMBRANCE DAY	
11 Nov. 14 Nov. 16	Sales Force Compensation Supervision	Chapters 10-12 Chapter 13

**COURSE OUTLINE**  
(continued)

<b>Week Lecture or Lab Number</b>	<b>Material Covered</b>	<b>References</b>
12 Nov. 21 Nov. 23	Morale Guest Speaker	Chapter 14
13 Nov. 28 Nov. 30	Sales Volume/Marketing Cost Analysis Evaluating Performance	Chapters 19, 20 Chapter 21
14 Dec. 5 Dec. 7	Current Management Issues Review	