



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
 School of Business  
 Program: Marketing Management  
 Option: Professional Sales, Small Business Development

Course Outline Part A

**MKTG 3343**  
**Sales Management**

<b>Hours/Week:</b>	4	<b>Total Hours:</b>	56	<b>Term/Level:</b>	3
<b>Lecture:</b>		<b>Total Weeks:</b>	14	<b>Credits:</b>	5
<b>Lab:</b>					
<b>Other:</b>					

**Prerequisites**

Acceptance into the second year of the program.

**MKTG 3343 is a Prerequisite for:**

Course No.	Course Name
MKTG 4402	Relationship Selling

**Course Goals**

To introduce students to the general principles of sales management.

**Course Description**

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.

**Evaluation**

Final Examination	35%
Mid-Term	25%
Projects	20%
Laboratory-Cases and Participation	20%
<b>TOTAL</b>	<b>100%</b>



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option: Professional Sales, Small Business  
Development

Course Outline Part B

**MKTG 3343**  
**Sales Management**

---

**Effective Date**

September, 1996

---

**Instructor(s)**

Glenna Urbshadt

Office No.: SE6-324

Phone: 451-6770

Office Hrs.: As posted on office door.

---

**Optional Text**

“Management of a Sales Force,” 9th Edition

Stanton, Buskirk, Spiro

Published by Richard D. Irwin

**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.

---

**Course Notes (Policies and Procedures)**

- 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 3. 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.



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Schedule

School of Business

Program: Marketing Management

Option: Professional Sales, Small Business

Development

**MKTG 3343**  
**Sales Management**

Week Lecture or Lab Number		Material Covered	References
1 Sept. 4		Introduction to Course	
2 Sept. 9 Sept. 11		Planning and Organization Forecasting Market Potential	Chapters 2, 3 Chapter 13
3 Sept. 16 Sept. 18		Sales Forecasting Shinerama -- No Lecture	Chapter 13 cont'd.
4 Sept. 23 Sept. 25		Budgeting Establishing Sales Territories	Chapter 14 Chapter 15
5 Sept. 30 Oct. 2		Cont'd. Quotas	Chapter 16
6 Oct. 7 Oct. 9		Selecting Sales people Recruiting	Chapter 4 Chapter 5
7 Oct. 14 Oct. 16		Thanksgiving <b>MIDTERM</b>	
8 Oct. 21 Oct. 23		Processing Applicants Labor Code/Employment Standards	
9 Oct. 28 Oct. 30		Guest Speaker Motivation	Chapter 8
10 Nov. 4 Nov. 6		Sales Force Compensation Class Presentations/Delegation Skills/Supervising Absenteeism	Chapters 9, 10

Week Lecture or Lab Number	Material Covered	References
11 Nov. 1 Nov. 13	Remembrance Day Field Trip	
12 Nov. 18 Nov. 20	Morale Guest Speaker	Chapter 12
13 Nov. 25 Nov. 21	Sales Volume/Marketing Cost Analysis Evaluating Performance	Chapters 17, 18 Chapter 19
14 Dec. 2 Dec. 4	Current Management Issues Review	