



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

School of Business

Program: Marketing Management

Option: Professional Sales, Small Business Development

MKTG 3343

Sales Management

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

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%
Midterm	25%
Projects	20%
Laboratory – Cases and Participation	20%
TOTAL	100%



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Course Outline **Part B**

MKTG 3343

Sales Management

Effective Date

September, 1997

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.



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Schedule

MKTG 3343

Sales Management

Week Lecture or Lab Number		Material Covered	References
1 Sept. 8 Sept. 10		Introduction to Course, Planning and Organization Forecasting Market Potential	Chapters 2, 3 Chapter 13
2 Sept. 15 Sept. 17		Sales Forecasting Shinerama – No Lecture	Chapter 13 cont'd.
3 Sept. 22 Sept. 24		Budgeting Establishing Sales Territories	Chapter 14 Chapter 15
4 Sept. 29 Oct. 1		Establishing Sales Territories (cont'd). Quotas	Chapter 16
5 Oct. 6 Oct. 8		Selecting Sales People Recruiting	Chapter 4 Chapter 5
6 Oct. 13 Oct. 15		Thanksgiving MIDTERM	
7 Oct. 20 Oct. 22		Processing Applicants Labor Code/Employment Standards	
8 Oct. 27 Oct. 29		Guest Speaker Motivation	Chapter 8
9 Nov. 3 Nov. 5		Class Presentations/Delegation Skills/Supervising Absenteeism Sales Force Compensation	Chapters 9, 10
10 Nov. 10 Nov. 12		Sales Force Compensation (cont'd) Field Trip	

Week Lecture or Lab Number	Material Covered	References
11 Nov. 17 Nov. 19	Morale Guest Speaker	Chapter 12
12 Nov. 24 Nov. 26	Sales Volume/Marketing Cost Analysis Evaluating Performance	Chapters 17, 18 Chapter 19
13 Dec. 1 Dec. 3	Current Management Issues Review	