



British Columbia Institute of Technology
School of Business
Program: Marketing Management
Option: Professional Sales, Small Business Development

IN: REF. DEPT. LIBRARY

Course Outline
MKTG 3343
Sales Management

Hours/Week:	4 hrs.	Total Hours:	56	Term Level:	3
Lecture:	2 hrs.	Total Weeks:	14	Credits:	3
Lab:	2 hrs.				
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 the student to general principles of Sales Management.

Course Description

Covers general principles of sales management. Emphasis is given to human resource with particular emphasis on - selection, administration, training, and supervision. We will examine the principles of sales research, planning, organization and analysis.

Course Outcomes and Sub Outcomes

The student will be able to:

1. Illustrate the difference between management and leadership.
2. Explain the principles of sales force management.
3. Identify, analyze, and develop typical solutions for sales management problems relating to planning, staffing, training, directing, and controlling the sales team.

Demonstrate an understanding of the role of the sales manager in the development, application, and implementation, of professional sales marketing mix.

Evaluation	Value	Due Dates
1. <i>Interview a Candidate</i>	20%	Oct. 14th - At then beginning of lec.
2. <i>Term Project</i>	20%	Oct. 14th or sooner - Approval of the Firm Nov. 16th beginning of lec. - Written Report Weeks of Nov 16th & 23rd - Lab Presentation
3. <i>Resume</i>	10%	Nov 4th - At the beginning of the lec.
4. <i>Participation & Case Work</i>	15%	Ongoing throughout the course
5. <i>Mid-Term</i>	15%	Oct. 21st in the lecture hall
6. <i>Final</i>	20%	Week of Dec 7th
<i>Total</i>	100%	

Evaluation Details:

1. *Interview a Candidate*

Notes

This is a short (approx. 15 to 20 minute) video role-play exercise. You will work in pairs. One student will role-play the interviewer and the second student will role-play the interviewee. You will then reverse your roles.

Purpose

This assignment gives the student an opportunity to plan, prepare, and conduct an interview with a candidate for an outside sales position, to evaluate their own performance as an interviewer, to evaluate the suitability of the candidate for the position, and to role-play and evaluate your role as a candidate for an outside sales position.

Learning Objectives

1. To plan and prepare to interview a candidate for an outside sales position, and to submit a list of prepared questions
 2. To conduct the interview
 3. To play the role of an outside sales applicant
 4. To prepare and submit a written self-evaluation of your performance as an interviewer and interviewee
 5. To prepare and submit a written assessment of the suitability of the candidate you interviewed for the position.
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Deliverables

1. A brief job description (approximately one page)
2. A newspaper advertisement
3. Develop and submit a list of questions you could pose to the candidate during the interview.
4. **Interviewers Report** - Prepare and submit a self-evaluation report of *your performance* as interviewer. Be sure to discuss your strengths and your limitations, plus strategies you would use to interview more effectively in the future. Your assessment report should be a approximately 150 words

- Prepare and submit a written report of the *suitability of the candidate* you interviewed for the sales position. Be sure to discuss the candidates strengths and limitations as they relate to the qualification you were seeking. Also include your decisions whether to hire the candidate or not, and provide rational for your decision. Your candidate selection report should be approximately 150 words

5. **Interviewee Self-Evaluation Reports** - Prepare and submit a self-evaluation of your performance as interviewee. Be sure to discuss the strengths and "areas for improvement", plus strategies you would use to interview more effectively in the future. Your evaluation should be approximately 150 words.

6. **Reverse Roles** - The interviewee now interviews and writes a report (as above - "Interviewers Report"). The interviewer now role-plays the interviewee and writes a report (as above - Interviewee report).

7. **The "package" to be submitted by the interviewer**

- a. *one* video submitted by the interviewer (this will be your role play as an interviewer)
- b. a brief job description (no more page)
- c. your newspaper advertisement
- d. questions that you considered for the interview (approximately page)
- e. the interviewer will submit "Interviewer Self Evaluation Report", "Report of the Suitability of the Candidate", and after you have reversed roles you will include in your package your "Interviewee Self-Evaluation Report".

Evaluation

20% of the total course marks -

1. a, b, c, d, above - 5%
 2. "Interviewer Self Evaluation Report" - 5%
 3. "Report of the Suitability of the Candidate" - 5%
 4. Your "Interviewee Self-Evaluation Report" - 5%
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2. Term Project

Notes

Approval of the firm must be obtained from the instructor prior to pursuing the balance of the assignment.

Choose a company related to your field of specialization. The company should have a sales manager domiciled in the Lower Mainland and have a minimum of five sales representatives reporting to them within the British Columbia region.

Conduct an interview with the sales manager and one of their sales representative.

Group size - Three students per group

Purpose

To expose the students to the realities of a sales management.

Learning Objectives

1. Describe the company from the perspectives of:
 - Company Objectives
 - Products
 - Markets
 - Key competitors
 - Business philosophy
 - Vision
2. Sales Manager - career path and responsibilities
- Sales Representative - background and responsibilities
3. Organizational Chart
4. Sales Forecasts
 - What approach was used in developing the sales forecast for 1999?
 - What were the key components of the forecasting decisions?
 - What are some of the frustration encountered in developing the sales forecast?
3. Personal Practices.
 - Criteria for recruitment and selection
 - Where are most candidates recruited from? Why?
 - Training programs
 - Motivation and compensation packages
 - Expense allowances
 - Quotas
 - Evaluation of sales personnel
6. Ask the Sales Representative to provide an example of an ethical problem that they have encountered and ask them to explain how the dealt with that ethical dilemma.
7. Student evaluation of the firm and suggested recommendations.

Evaluation

20% of the total course marks -

10 marks for the written presentation and 10 marks is for the oral presentation. The oral presentation should be conducted in a *professional manner*, with in the allotted time frame of 20 minutes per presentation

Deliverables

Progress report - Due October 14, 1998.

This report will be one page detailing division of workload, what has been accomplished to date, where you are currently, and what need to be completed in order to meet the following deadlines. *Written Presentation - Due November 16, 1998 at the beginning of the lecture, Oral presentation - Due weeks of November 16th and November 23rd during labs.* This is a 20 minute oral presentation to your lab set. All members of the group must take part in the presentations.

3. Sales Resume

Notes

You prepared a general resume in BCOM 2200. This resume is to be revised to help "get you" an entry level position in business.

Purposes

To develop a "hard hitting" sales resume.

Learning Objectives

To understand what a sales manager is looking for in a resume

To revise (or develop) as sales resume at will impress

To be able to evaluate the sales resume of a sales applicant.

Deliverable

A "hard hitting" sales resume.

Evaluation

10% of the total course mark. Because of the importance of this document you should receive 80% or higher or a fail.

4a. Participation

Your participation grade will be based on the degree to which you:

- a. arrive for labs and lectures on time
 - b. asks questions which are relevant and well-thought out
 - c. volunteer and contribute valuable ideas during lecture and lab discussions
 - d. demonstrates professionalism and willingness to participate in all lab and lecture activities
 - e. demonstrates ability to focus attention on the task at hand
 - f. enhances the learning environment for all.
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4b In Class Exercises and Case Work

The purpose of in-class exercises and case work is to give you a better overall understanding of sales management, to give you a chance to develop your own ideas regarding sales management and to serve as a basis for class discussion. It is important that all students participate in labs, exercises, cases, and that they behave in a professional manner. You will be graded for participation at the end of each lab.

5. Mid-Term

The mid-term will evaluate the students understanding of all the material covered in the course (lectures, labs, readings, exercises, videos, etc.) prior to the mid-term exam.

6. Final Exam

The final exam will be cumulative; however, there will be an emphasis on the material covered after the midterm.

Course Record

Developed by: David Chapin, Program Head, Technical Sales,
Dipl.Ad.Ed., Prov. Inst. Dipl. (Post Secondary), B.A., B.Ad.Ed., M.B.A.,
D.B.A.

Development date: August 1998.

Effective Date: September, 1998.

Start Date: September 8, 1998.

Instructor:

Dr. David Chapin

Office No: SE6-324

Work: 451-6770

Residence: 434-1418

Fax: 439-6700

E-mail: dchapin@bcit.bc.ca

Office Hours: As posted outside office door or by appointment at your convince..

Text and Equipment**Required Text:**

- a. Futrell, C. M. (1998). Sales Management (5th Edition). Toronto: Harcourt Brace.
- b. Any additional reading assigned by the instructor during the course.
- c. One blank video cassette tape (minimum length: 30 minutes).

Reference Texts and Recommended Equipment:

- a. There are numerous Sales Management texts available in the library that students may refer to for a different approach to the subject.
 - b. Students are advised to make use of supplemental readings when preparing assignments.
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Course notes (Policies and Procedures):

1. The mid-term and the final exam must be written on scheduled dates at scheduled times.
 2. The student must achieve a pass (50%) on the combined marks of the mid-term and the final exams in order to receive credit for the assignments. If a 50% average on the mid-term and final is not achieved the zero will be assigned for all other submitted assignments.
 3. The student must complete every assignment in order to successfully complete the course. If an assignment is not completed then all other assignments will receive a grade of zero.
 4. Marks will be deducted from assignments submitted late at the rate of 5% (five) per day. Late submissions must be delivered *in person* to the instructor.
 5. Students must be prepared to provide the instructor with a second copy of any submission. (Please keep a back-up copy.)
 6. Case examples, guest speakers, lab exercises, videos and discussions are not intended to duplicate course readings. Readings, lecture and lab content will assist students in both the mid-term and final exams.
 7. The attendance policy as outlined in the BCIT Full-time Programs Calendar 1997-98 page 3 will be enforced. Excessive absence will consist of missing the equivalent of three lab hours 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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Please note: This is a tentative schedule. Some topics may be given additional consideration, some may be given less, and should other learning opportunities be presented we will take full advantage of these.

Week Dates	Material Covered / Outcomes	Reference	Assignment	Due Date
Week 1 Sept 9	Introduction: - Instructor to students - Students to instructor - Course outline and Plan			
Week 2 Sept 14 Sept 16	Lec - Introduction to Sales Management Shinerama Lab - Sets A,B,C,& D - Management vs Leadership	Chapters 1		
Week 3 Sept 21 Sept 23	Lec - Planning for Staffing Successful Salespeople Lec - Recruiting Successful Salespeople Lab - In Class Exercise - Assignment	Chapter 8 Chapter 9		
Week 4 Sept 28 Sept 30	Lec - Selection, Placement, and Socialization of Successful Salespeople Lec - Building a Relationship through Strategic Planning Lab - In Class Exercise - Assignment	Chapter 10 Chapter 3		
Week 5 Oct 5 Oct 7	Lec - The Market-Driven Sales Organization Lec - Forecasting Lab - In Class Exercise - Assignment	Chapter 4 Chapter 5		
Week 6 Oct 12 Oct 14	Thanksgiving Lec - Sales Territories Lab - Set E - Management vs Leadership No Labs for Sets A,B,C,& D	Chapter 6	"The Package" Interview a Candidate Term Project Approval of firm	Oct 14th Beginning of Lec. Oct 14th

Week 7 Oct 19 Oct 21	Guest Speaker - Jeff Abram MIDTERM Lab - In Class Exercise - Assignment		Mid-term	Oct 21st In lec Hall
Week 8 Oct 26 Oct 28	Lec - Guest Speaker - Glenna Urbshadt Lec - Sales Objectives & Quotas Lab - Resume	Chapter 7		
Week 9 Nov 2 Nov 4	Lec - Sales Training and Development Lec - Motivation Lab - In Class Exercise - Assignment	Chapter 11 Chapter 13	Resume	Nov 4th At the beginning of lec.
Week 10 Nov 9 Nov 11	Field Trip - No Labs (Appropriate business attire) Remembrance Day			
Week 11 Nov 16 Nov 18	Lec - Compensation for High Performance Lec - Leading the Sales Team Lab - Student Presentations	Chapter 14 Chapter 15	"Term Project" Written Report Lab - Student Presentations	Nov 16th At the beginning of lec. Weeks of Nov 16th & 23rd
Week 12 Nov 23 Nov 25	Lec - Analysis of sales and Marketing Costs Lec - Evaluation of Salespeople's Performance Lab - Student Presentations	Chapter 16 Chapter 17	Lab - Student Presentations	Weeks of Nov 16th & 23rd
Week 13 Nov 30 Dec 2	Current Issues in Sales Management Prep. for Finals			
Week 14 Dec 7 - 11	FINAL EXAM WEEK AT BCIT		Final Exam	Location TBA