

OCT 13 1999

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

**Course Outline**  
**MKTG 3343**  
**Sales Management**

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<b>Hours/Week:</b>	4 hrs.	<b>Total Hours:</b>	64	<b>Term Level:</b>	3
<b>Lecture:</b>	2 hrs.	<b>Total Weeks:</b>	16	<b>Credits:</b>	3
<b>Lab:</b>	2 hrs.				

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**Prerequisite:**

**Course #:** MKTG 2243  
**Course Name:** Professional Sales Skills

**MKTG 3343 is a Prerequisite for:**

**Course #:** MKTG 4402  
**Course Name:** Relationship Selling

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**Course Goals:**

1. Introduce the student to the general principles and concepts of sales management.
  2. Have students learn how to apply sales management concepts to solving marketing problems.
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**Course Description**

Covers general principles and concepts of sales management. Emphasis is given to the:

1. functions of the sales manager,
  2. development of the sales team
  3. setting of performance goals,
  4. building a sales program, and
  5. leading and motivating the sales force.
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**Course Outcomes and Sub Outcomes**

The student will be able to:

1. Explain the key principles and concepts of sales force management.
2. Demonstrate an understanding of the role of the sales manager in the development, application, and implementation, of the marketing mix.

3. Describe and discuss the relationship between the sales manager and the entry-level marketing professional.
4. Identify and analyze sales force management problems and develop solutions for those problems.
5. Illustrate the difference between management and leadership.

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<b>Evaluation</b>	<b>Value</b>	<b>Due Dates</b>
<b>1. Interview Sales Manager</b>	<b>20%</b>	<b>Oct. 18<sup>th</sup> (or sooner) - Approval of the Firm Nov. 10<sup>th</sup> beginning of Lec. – Written Report</b>
<b>2. Resume</b>	<b>10%</b>	<b>Sets B &amp; C – Sept 27<sup>th</sup> Sets A &amp; D Sept 28<sup>th</sup> Set E, Oct 20<sup>th</sup></b>
<b>3. Participation &amp; Case Work</b>	<b>20%</b>	<b>Ongoing throughout the course</b>
<b>4. Mid-Term</b>	<b>20%</b>	<b>Oct. 20<sup>th</sup> - Lecture hall</b>
<b>5. Final</b>	<b><u>30%</u></b>	<b>Week of Dec 6<sup>th</sup> to the 10th</b>
<b>Total</b>	<b>100%</b>	

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### **Evaluation Details:**

#### **Interview a Sales Manager**

Conduct an interview with the sales manager and one of their sales representatives.  
Group size - Three students per group

#### **Purpose**

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

#### **Learning Objectives**

##### **I. Sales Manager**

1. Describe the company from the prospective of:
  - Company Objectives
  - Products
  - Markets
  - Key competitors
  - Business philosophy
  - Vision
2. Sales Manager's - career path 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 frustrations encountered in developing the sales forecast?

5. Personal Practices.

Criteria for recruitment and selection of their sales force

Where are most candidates recruited? Why?

Training programs

Motivation and compensation packages

Expense allowances

Quotas

Evaluation of sales personnel

**Sales Representative**

1. Career path and responsibilities,
2. What attributes did they possess that made them a "good hire",
3. What attributes helps them to be successful at their career,
4. Ask the Sales Representative to provide an example of an ethical problem that they have, encountered and ask them to explain how they dealt with that ethical dilemma, &
5. Student evaluation of the firm and suggested recommendations,
6. What were the major "learnings" of the your team

**Value - Interview a Sales Manager Report**

20% of the total course marks.

**Deliverables**

***Progress report (and Approval of the Firm) Due October 18, 1998 at the beginning of the lecture – or before...***

This report will be one typed page detailing:

1. the name of the sales manager and their title,
2. the firm's name, address, and telephone number,
3. the groups decisions regarding the division of work for this report,
4. what has been accomplished to date,
5. what needs to be completed in order to meet the written report deadline,
6. all members of the group must attend the interview with the sales manager and the sales representative.

***Written Report - Due November 10, 1998 at the beginning of the lecture.***

Appendices are to include your thank you letters to the sales manager and the sales representative.

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## **2. Sales Resume**

### **Notes**

You prepared a general resume in BCOM 2100. 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) a sales resume that will impress

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

### **Deliverable**

A “hard hitting” sales resume.

### **Value**

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

### **Resume – Due Date**

Sets B & C Sept 27<sup>th</sup> / Sets A & D Sept 28<sup>th</sup> / Set E Oct 20<sup>th</sup>

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### **3a. Participation / General**

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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### **3b. Participation / In-Class Exercises and Case Work**

The purpose of in-class exercises and casework 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.

Value = 20%.

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#### 4. Mid-Term – Oct 20<sup>th</sup>

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.

Value = 20%

#### 5. Final – Week of Dec 6<sup>th</sup> – 10<sup>th</sup>

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

Value = 30%

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#### Course Record

##### Developed by:

David Chapin, Program Head, Professional Sales and Marketing,  
Prov. Instructors Dipl., Dipl. Adult Ed., B.A., B.Ed.(Adult), M.B.A.,  
M.D.Ed. (Candidate), D.B.A.

**Development date:** August 1999.

**Effective Date:** September 1999.

**Start Date:** September 7, 1998.

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##### Instructor:

Dr. David Chapin

Office No: SE6-324  
Work: 451-6770  
Off Campus Office 434-5900  
*(Please no calls to my off campus office after 20:30)*  
Fax: 439-6700  
E-mail: [dchapin@bcit.bc.ca](mailto:dchapin@bcit.bc.ca)  
[David\\_Chapin@mba.athabascau.ca](mailto:David_Chapin@mba.athabascau.ca)

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

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##### Text:

Dalrymple, Douglas, J., & Cron, William, L. (1998). Sales Management: Concepts and Cases. (6th Ed.). Toronto: John Wiley & Sons, Inc.

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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.

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. Students are required to ensure that they are available to write exams at appointed "timetabled" 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 any assignment is not completed then all other assignment, quizzes, and exams will receive a grade of zero.
4. Marks will be deducted from assignments submitted late at the rate of 10% 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 of your assignments.)
6. Case examples, guest speakers, lab exercises, videos and discussions are intended to supplement, and not duplicate, course readings. The student is responsible to know and understand all course material for their assignments, midterms and final exams.
7. The attendance policy as outlined in the BCIT Full-Time Programs Calendar 1998-99 page 3 will be enforced. Excessive absence will consist of missing the equivalent of two 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.

**Please note:** This is a tentative schedule. Some topics may be given additional consideration, some may be given less, should other learning opportunities be presented, during the term, we will take full advantage of them.

Therefore, this schedule is subject to change at the discretion of the instructor.

<b>Week Dates</b>	<b>Material Covered / Outcomes</b>	<b>Reference</b>	<b>Preparatory Reading &amp; Assignments</b>	<b>Due Date</b>
<b>Week 1</b> Sept 7 <sup>th</sup> to Sept 10 <sup>th</sup>	Welcome Back!!  Registration and Orientation		Chapters 1-2	
<b>Week 2</b>  Sept 13 <sup>th</sup> to Sept 17 <sup>h</sup>	<b>Lec</b> - Intro to Selling and Sales Management  <b>Lec</b> - Strategic Planning and Budgeting  <b>Lab</b> - 1. Course introduction and course content overview. 2. Set "Mission Statement"	Chapter 1-2	Chapter 3	

<b>Week 3</b> Sept 20 <sup>th</sup> to Sept 24 <sup>th</sup>	<p><b>Lec</b> – Guest Lecture by Dawn Longshaw, B.Sc. A.P.M.R., C.P.C. Senior Consultant, Holloway, Schutz &amp; Partners</p> <p><b>Lab</b> – Resume and cover letter Bring the resume from BCOM 2100 to your Lab</p> <p><b>Lab Schedule -</b> Mon Sept 20<sup>th</sup> Sets B &amp; C Tues Sept 21<sup>st</sup> Sets A &amp; D Wed Oct 20<sup>th</sup> Set E</p> <p><b>Shinerama -</b> Wed Sept 22<sup>nd</sup></p>		Chapter 3-4	
<b>Week 4</b> Sept 27 <sup>th</sup> to Oct 1 <sup>st</sup>	<p><b>Lec</b> – Personnel Selling</p> <p><b>Lec</b> – Account Relationship Management</p> <p><b>Lab</b> – Traits of a successful sales representative</p>	Chapter 3-4	Chapter 5-6	Resume Sets A, B C & D in Lab
<b>Week 5</b> Oct 4 <sup>th</sup> to Oct 8 <sup>th</sup>	<p><b>Lec</b> – Territory Management</p> <p><b>Lec</b> – Sales Ethics</p> <p><b>Lab</b> – Sales Ethics Case</p>	Chapter 5-6	Chapter 7	
<b>Week 6</b> Oct 12 <sup>th</sup> to Oct 15 <sup>th</sup>	<p><b>Lec</b> – Estimating Potentials and Forecasting Sales</p> <p><b>Lab</b> – Set E -</p> <p><b>Lab Schedule</b> <b>Thanksgiving Day</b> – October 11th</p> <p>No labs – Sets A, B, C, &amp; D Set E – Please bring you BCOM 2100 Resume</p>	Chapter 7		

<b>Week 7</b> Oct 18 <sup>th</sup> to Oct 22 <sup>nd</sup>	<b>Lec</b> - Guest Lecture Larry Gray, Dipl. of Tech. (BCIT Marketing Management), Vice President and General Manger - B.C. Region, Unisource Canada Inc.  <b>MIDTERM – Oct 20th</b>  <b>No Labs</b>		Chapter 8-9	Oct 20 <sup>th</sup> Set E Resume  Mid Term Oct 20 <sup>th</sup>  Progress Report and Approva l of the firm
<b>Week 8</b> Oct 25 <sup>th</sup> to Oct 29	<b>Lec</b> – Organization  <b>Lec</b> - Recruiting and Selecting Personnel  Field Trip - No Labs Jeff Ross – 293 9800 IKON (Appropriate business attire)	Chapter 8-9	Chapter 10-11	
<b>Week 9</b> Nov 1 <sup>st</sup> to Nov 5th	<b>Lec</b> – Sales Training  <b>Lec</b> – Territory Design  <b>Lab</b> – Sales Training Exercises	Chapter 10-11	Chapter 12-13	
<b>Week 10</b> Nov 8 <sup>th</sup> to Nov 12 <sup>th</sup>	<b>Lec</b> – Leadership  <b>Lec</b> - Motivation  <b>Lab</b> - Motivation	Chapter 12-13	Chapter 14	Nov 10 <sup>th</sup> Report  Interview a Sales Manager
<b>Week 11</b> Nov 15 <sup>th</sup> to Nov 19 <sup>th</sup>	<b>Lec</b> – Guest Lecture  <b>Lec</b> – Compensation  <b>Lab</b> - TBA	Chapter 14	Chapter 15	
<b>Week 12</b> Nov 22 <sup>nd</sup> to Nov 26th	<b>Lec</b> – Evaluating Performance  <b>Lec</b> - Current Issues in Sales Management  <b>Lab</b> – Current Issues in Sales Management	Chapter 15		



<b>Week 13</b>  Nov 29 <sup>th</sup> to Dec 3 <sup>rd</sup>	<i>Lec</i> – Review & Prep. for Finals			
<b>Week 14</b>  Dec 6 <sup>th</sup> to Dec 10 <sup>th</sup>	FINAL EXAM WEEK AT BCIT		Final Exam	<b>Final Exam Week of Dec 6<sup>th</sup> - 10<sup>th</sup></b>  <b>Location TBA</b>

Students are advised to have read the chapters before attending the lecture in order to gain a better understanding of the material covered.