



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Professional Sales and Marketing

Course Outline

Current Issues in Sales

MKTG 4428

Start Date: January 4, 2006

End Date: March 10, 2006

Total Hours: 40 **Total Weeks:** 10

Term/Level: 4a **Course Credits:** 2.5

Hours/Week: 4 **Lecture:** 2 **Lab:** 2

Prerequisites:

Course No. **Course Name**

3343 Sales Management

Course Description

The course provides an overview of current issues facing the professional sales representative. Students will be able to anticipate and adapt to the latest trends and events that will impact their professional lives. The course content will focus on current research, issues, and dilemmas facing the professional sales representative.

Assignments

Evaluation

Comments:

I. Sales Interview Preparation

15%

All assignments are individual assignments

II. Sales Mentor Report

All assignments must be completed - Students must complete every assignment in order to successfully complete the course. If one assignment is not completed the student will be assigned zero for all other assignments.

Deliverables:

#1 "Areas of Interest Report" 15%

#2 "Mentor Report" 15%

#3 "Mentors" 15%

#4 "Major Learnings" 15% = 60%

III. Sales Quiz's

15%

IV. Participation

10%

TOTAL

100%

Failure to achieve 50% or more on the combination of the exams (midterm + final) and the individual assignments/participation marks, will result in 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course."

Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

Summarize the advantages and disadvantages of the mentor process.

Demonstrate the common qualities, attitudes, and behaviors of the most successful professional sales representatives in every industry.

Discuss techniques that give the qualities of self-confidence, optimism, and a positive mental attitude in the sales environment.

Describe the psychology of sales in the sales process.

Explain the importance of self-motivation in the sales process.

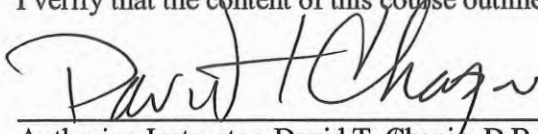
Design a sales resume that will attract the attention of prospective employers.

Execute search skills required to prepare for an employment interview.

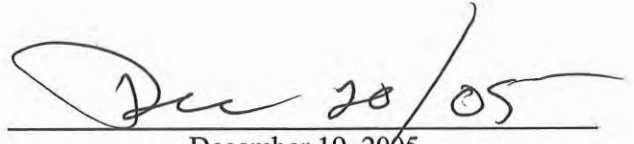
Apply interview skills during the employment interview.

Verification

I verify that the content of this course outline is current.

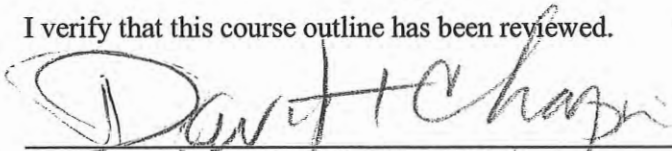


Authoring Instructor, David T. Chapin, D.B.A.

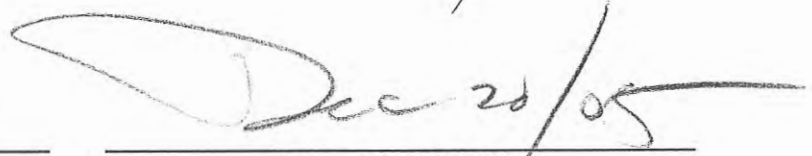


December 19, 2005

I verify that this course outline has been reviewed.

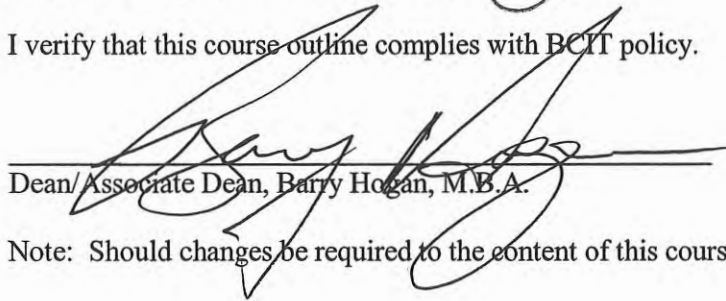


Program Head, David T. Chapin, D.B.A.

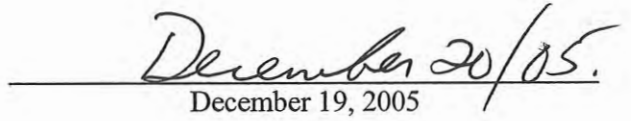


December 19, 2005

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean, Barry Hogan, M.B.A.



December 19, 2005

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

Instructor

David Chapin,
Program Head,
Pro Sales & Marketing,
Dipl. Adult Ed., B.A., B.Ed.
(Adult), M.D.Ed., M.B.A., D.B.A.

Office: SE6 324

Office Hrs: As posted or by
appointment

Contact

Information

Work Office: 604 451 6770

Home Office: 604 434 1418

Fax Number: 604 439 6700

E-mail: david_chapin@bcit.ca

Learning Resources Required: There is no textbook required for this course; therefore, it is imperative that you attend Lectures and Labs.

Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. The attendance policy will be enforced in both lectures and labs. Missing more than 10% of classes without prior arrangement and consent of your instructor may result a grade of 0% being assigned for your final exam, equating to a failing grade for this course.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. Should changes be required to the content of this course outline, students will be given reasonable notice.

All Assignments Must Be Completed: Students must complete every assignment in order to successfully complete the course. If an assignment is not completed the student will be assigned zero for all other assignments.

Back-up Copies: Students must be prepared to provide the instructor with a second copy of any submission. (Please keep a back-up copy of your assignments.)

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. Coaching presentations, 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.

Industry Standards: All assignments, presentations, and exams will be judged using industry standards.

ASSIGNMENT DETAILS

I. SALES INTERVIEW PREPARATION (Value 10%) Due Date: Ongoing in Labs

Learning Objective

To perform and practice reconnaissance for employment interviews

We are having human resource managers and sales managers come into our Labs to conduct mock employment interviews. (We will draw names of students to be interviewed.)

Assignment Deliverable - A Reconnaissance Report

On the day of your mock interviews submit your reconnaissance report in Lab. Prior to the mock interview you are to conduct reconnaissance about the organizations that are being represented during our mock interviews. Your reconnaissance report is not to be a Web-dump.

II. SALES MENTOR REPORT

Deliverable #1 "Areas of Interest Report" - Jan 16-20

A Short Report (Double spaced – Approximately 4 to 6 pages. Please include your bibliography.)

You are to research an area of interest (to you) in the field of sales. Your information can be from a variety of sources, such as books, journal articles, magazine articles in current publications, the internet, personal interviews, etc. Post your report to our WebCT site. Your posting must contain the words "**Areas of Interest Report**" in the "Subject box."

Counter-Responses - Jan 23 -27

Once your "Area of Interests Report" has been posted you are to counter-respond to at least two of your colleagues' postings.

Deliverable #2 "Mentor Report" - Jan 30-Feb 3

Short Report (Double spaced – Approximately 4 to 6 pages. Please include your bibliography.)

You are to write a short research report on the mentoring process. Once your report is completed you are to post it to our WebCT site. Your posting must contain the words **Mentor Report** in the "Subject box."

Counter-responses - Feb 6-10

Once your "Mentor Report" has been posted you are to counter-respond to at least two of your colleagues' postings.

Deliverable #3 "Mentors" - Feb 6-24

You are to meet with two mentors for this project. One a recent BCIT Grad and the other is to be a C-level manager or a Tier II manager (a C-level manager is preferred).

Postings

- a. From your manager obtain a recent job advertisement for an entry level (sales) position.
- b. Post that job advertisement on our WebCT site
- c. Using your resume and cover letter respond to two of the advertisements in our WebCt site.
- d. Have your mentors (Managers or BCIT Grad) critique your response.

The initial posting for this deliverable must contain the words "**Job Ad Post**" in the "Subject box" of your posting.

Deliverable #4 "Major Learnings" - Feb 27-Mar 3

Post your "major learnings" from your mentoring experience. The initial posting for this deliverable must contain the words **Major Learnings - Mentors** in the "Subject box" of your posting.

Counter-Responses - Feb 27-Mar 3

Once your "Mentor Report" has been posted you are to counter-respond to at least two of your colleagues' postings.

III. SALES QUIZ

There will be a quiz. The quiz will consist of a series of short answer questions. These questions will be based on the Lecture and Lab material presented during the course.

IV. PARTICIPATION

I have invited some guest lecturers to participate in our learning experiences. Once more, participation in lectures is mandatory.

The structure of the labs is “experience-based learning. “Experience-based learning” requires that all members of the Set demonstrate a sense of professionalism and willingness to participate.

The participation grade for both lectures and labs will be based upon the degree to which the student:

- Arrives on time
- Asks questions which are relevant and thoughtful
- Volunteers and contributes valuable ideas to discussions
- Demonstrates ability to focus attention on the task at hand
- Is able to refocus on the task at hand and to be considerate of other students (for example, being quiet and listening at the appropriate times)
- Demonstrates professionalism and willingness to participate in role-plays and lab exercises
- Enhances the learning environment of fellow students

Using the above criteria participation will be graded at the end of each lab and lecture. Participation will be ranked and rated on a 10-point scale.

Schedule

Week of/ Number	Outcome/Material Covered	Assignment	Due Date
Week 1 Jan 4-6	Lecture: Mentors Lab: - Course outline - Introducing to the course - Sales Practicum Discussion		
Week 2 Jan 2-13	Lecture: Resumes Lab: Resumes		
Week 3 Jan 16-20	Lecture: The Interview Lab: WebCT Posting and Discussion	<u>Deliverable #1</u> "Areas of Interest Report" Jan 16-20	<u>Deliverable #1</u> "Areas of Interest Report" Jan 16-20
Week 4 Jan 23-27	Lecture: Industry Panel "Current Issues in Sales" Labs: WebCT Posting and Discussion	Counter-Responses (to the above) Jan 23 -27 Sales Resume	Counter-Responses (to the above) Jan 23 -27 Sales Resume due SE6-324 during office hours
Week 5 Jan 30-Feb 3	Lecture: Psychology of Selling Lab: Mock Interviews	<u>Deliverable #2</u> "Mentor Report" - Jan 30-Feb 3	<u>Deliverable #2</u> "Mentor Report" - Jan 30-Feb 3
Week 6 Feb 6-10	Lecture: Development of Personal Power Lab: Mock Interviews	<u>Deliverable #3</u> "Mentors" - Feb 13-24 Sales Interview Preparation Report	<u>Deliverable #3</u> "Mentors" - Feb 13-24 Sales Interview Preparation Report due in Lab

Week of/ Number	Outcome/Material Covered	Assignment	Due Date
Week 7 Feb 13-17	Lecture: Strategic Planning for the Sales Professional Lab: Mock Interviews	<u>Deliverable #3</u> "Mentors" - Feb 13-24 Sales Interview Preparation Report	<u>Deliverable #3</u> "Mentors" - Feb 13-24 Sales Interview Preparation Report due in Lab
Week 8 Feb 20- 24	Lecture: Industry Panel "What I wish I had know about my first year of employment after BCIT" Lab: WebCT Posting and Discussion	<u>Deliverable #3</u> "Mentors" - Feb 13-24	<u>Deliverable #3</u> "Mentors" - Feb 13-24
Week 9 Feb 27-Mar 3	Lecture: Sales Quiz Lab: WebCT Posting and Discussion	Sales Quiz	<u>Deliverable #4</u> "Major Learnings" Counter-Responses (to the above) Sales Quiz in Lecture
Week 10 Mar 6-10	March 6th to 10th Final Exam Week for Term 4a BCIT		
(March 13 th to 17 th Spring Break			