

**COURSE OUTLINE**  
**Fall 2013**

**COURSE:**                    **SALES AND SALES MANAGEMENT**            **MGMT-0309**  
**Gerald D. Healy, M.B.A., C.L.U., Ch.F.C.**  
**Professor Emeritus**  
**Economics/Management Department**

**DESCRIPTION:**            **A course in effective salesmanship and how to set up and control a field sales force. The course strongly emphasizes the role of personally selling a specific product or service in the market mix and covers all basic sales management issues.**

**CONDUCT:**                **This will require a high level of student participation. The student will be required to complete a personal career assessment in order to better select a product or service to sell. Once the product or service is selected the student will be required to assemble a five part sales presentation, and be prepared to deliver an oral presentation. It is the intent of the instructor to create as many "real life" situations as possible, which can lead to student antagonism, before learning is accomplished.**

**REQUIREMENTS:**        **Attendance**  
**Participation in class discussion.**  
**Completion of a personal career assessment.**  
**Selection of a product or service.**  
**Five-part sales paper of selected product or service.**  
**Delivering a sales presentation.**

**GRADE:**                    **1. Attendance**  
**2. Class participation**  
**3. Personal career assessment and product or service selection.**  
**4. Five part written sales presentation**  
**5. Oral sales presentation**

**TEXT:**                      **SELLING – TODAY 12<sup>th</sup> editions**  
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