

WESTFIELD STATE COLLEGE

Course Number MRKT 0309

Dept. of Business Management

Offered ONLINE: Wintersession

***Please note that this course has an early start date of December 27, 2011.**

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Title: *Sales & Sales Management* - 3 credits

Catalog Description: A course in effective salesmanship and how to set up and control an effective field sales organization. Course emphasizes the role of personal selling in the marketing mix and covers all basic sales management issues. **Prerequisites: MRKT 0231 Marketing Management**

General Educational Competencies:

Critical Thinking, Quantitative Skills, Communication Skills, Self & Society.

Section I Course Objectives: Students will be able to increase knowledge of the vocabulary, concepts, principals, practices, functions, challenges, modes of sales management, and be able to discuss and critique current sales management issues and trends. Students will also have developed an insight into the role of sales management in the overall business functions and its impact on business operations and strategies.

Section II Description of Specific Learning Activities:

By opening 4 Weekly Assignment Folders students will be assigned text chapters and be prepared to actively discuss material asynchronously on a weekly and timely ONLINE basis. Students will use the Internet to view links assigned by Instructor.

Section III Criteria of Evaluation:

Examinations (4), supplementary videos, and Participation in ONLINE Discussions.

Section IV Course Overview: Through the use of business cases and assigned text material students will examine aspects a sales manager would encounter, and assess various sales situations.

Section V Facilities, equipment, required: Access to computer and the Internet.

Section VI Required Text: *Sales Management*, Robert J. Calvin

McGraw-Hill - **2nd edition. ISBN 9780071435352**

This is a generic interaction plan and the official course syllabus will be available when the student begins the course.