Bemidji State University

BUAD 4340: Sales Management

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites:
This course requires the following prerequisite
BUAD 3568 - Professional Selling
Corequisites: None
MnTC Goals: None

This course is an overview of sales management including forecasting sales, territory development and management, training & motivation, supervision of salesforce, compensation, CRM management, and sales management problems with resolution. Prerequisite(s): BUAD 3568.

B. COURSE EFFECTIVE DATES: 12/17/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Creating and managing a sales force
2. Territory development and management
3. Compensation
4. Training & development
5. CRM management
6. Motivation
7. Supervision of salesforce
8. Overcoming salesforce issues
9. Salesforce tools

D. LEARNING OUTCOMES (General)

1. effectively explain sales management terminology.
2. demonstrate knowledge of CRM software by effectively using it within a simulation.
3. apply sales management tools such as sales forecasting, compensation methods, quotas, sales analysis, budgeting, reports, to create a sales force plan.
4. analyze common problems experienced by sales managers and determine effective solutions.
5. design and develop a comprehensive sales management project in cooperation with a partnering agency.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted