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