Alexandria Technical and Community College

MKSM 2601: Sales Management

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: *
OJT Hours/Week: *

Prerequisites:
This course requires the following prerequisite
MKTG 1515 - Selling Principles and Practices (Number of Years Valid: 5)

Corequisites: None
MnTC Goals: None

This is an advanced management course in sales force management with emphasis on personal selling, marketing strategy, sales representation, and how each relates to the manufacturer, wholesaler, and retailer. This course presents the sales manager as an administrator responsible for sales planning, staffing, training, and directing, as well as analyzing and evaluating the sales force. Prerequisite: MKTG1515.

B. COURSE EFFECTIVE DATES: 03/16/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understand the role of leadership and ethical behavior in a sales management position.
2. Understand the function and duties of a sales manager.
3. Analyze and understand various types of customers and markets in business to business selling.
4. Understand various methods of designing and organizing a sales force.
5. Discuss the process of successfully hiring a sales force.
6. Design and develop a sales training session.
7. Develop strategic plan and link objectives to managing performance.
8. Identify various methods of motivating and rewarding sales people.
9. Demonstrate proficiency in the development of sales budgets and forecasts.

D. LEARNING OUTCOMES (General)

1. The learner will understand function and role of sales manager within an organization by shadowing a sales rep on a ride along.
2. The learner will perform formal communication/training session by conducting a sample sales manager meeting.
3. The learner will create desire for continuous learning by attending seminars and reading business literature.
4. The learner will demonstrate proficiency in planning through the development of objectives, tactics, budget, and forecasts.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted