Alexandria Technical and Community College

MKSM 2603: Sales Force and Territory Management

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: 0
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

Learners will study the design of sales management strategies and tactics to help an organization achieve its marketing goals both as a manager and as a sales representative. This course is about managing the outside sales component of an organization’s marketing program.

B. COURSE EFFECTIVE DATES: 03/06/2023 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understands the role of leadership and ethical behavior in a sales management position.
2. Understands the functions and duties of a sales manager and a sales representative.
3. Analyze and understands various types of customers and markets in business to business selling.
4. Understands various methods of designing and organizing a sales force.
5. Design and develop a sales training session.
6. Develop a strategic plan and link objectives to managing performance.
7. Develop proficiency in the development of sales budgets and forecasts.
8. Learn how to lead and motivate others within the sales and distribution channel.
9. Explore the use of technology in managing a sales force and sales territory.
10. Create a comprehensive plan for a business to business sales territory.

D. LEARNING OUTCOMES (General)

1. The learner will demonstrate proficiency in planning through the development of objectives, tactics, budgets and forecasts.
2. The learner will perform formal communication training session by conducting a sample sales manager meeting.
3. The learner will create a comprehensive business to business sales territory plan.
4. The learner will demonstrate proficiency using technology to communicate, manage information, and make decisions.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted