

Minnesota State College Southeast

RESL 1224: Sales Territory Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course covers fundamentals of sales administration necessary for managing a wholesale or direct sale business and the sales territory associated with that business, concepts for daily administrative activities, creating customer filing systems, managing time, scheduling sales activities and developing profitable sales strategies. Concepts will be learned through case studies and/or live territory projects. (Prerequisite: Instructor Approval) (3 credits: 3 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 09/25/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted