



Spring Term

Basic Information:

Title:	Selling and Sales Management	Code:	MKTG 382
Program:	BBIT (Marketing Major)	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requisite:	MKTG 380

Course Description:

This course is designed to provide the basic knowledge required to understand the essential components of selling and sales management. The students will examine issues and concepts pertaining to selling including: the personal selling process; prospecting, socializing, pre approach, presentations, closing the deals, negotiating, follow ups, and CRM. The course also covers basic sales force management strategies: planning, recruiting, training & developing, motivating, compensating, evaluating, promoting and retaining the sales force. Throughout, we explore the tools of sales management and discuss how they are integrated when formulating sales management strategy.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable:

- ✓ *To familiarize students with the personal selling process and sales management techniques*
- ✓ *To provide students with tools to apply selling management principles in real life situations*
- ✓ *To motivate students to develop and present creative selling ideas via effective sales presentations*

Teaching Learning Methodology:

The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, presentations, research assignments, Business Games and projects. Lectures will be twice a week of 90 min each.

Group Configurations:

One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four/five for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

Weekly Term Plan

Wk	Lecture Topic
01	<i>The Selling Process</i>
02	<i>The Selling Personality</i>
03	<i>Sales Management: Basic Models and Concepts</i>
04	<i>Corporate Communications in Selling</i>
05	<i>Prospecting and Pre Approach</i>
06	<i>Approach and Presentations</i>
07	<i>Negotiations and Closing the Deals</i>
08	Mid Term Examination
09	<i>CRM and Services in Selling and Sales Management</i>
10	<i>Coordination between Sales Dept. and Other Business Units</i>
11	<i>Territory Allocation, Training and Placements</i>
12	<i>Compensation and Appraisal</i>
13	<i>Supervision and Evaluation</i>
14	<i>Team Building and Succession Planning</i>
15	<i>Future Directions in Selling and Sales Management Fields</i>
16	Final Term Examination



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Topics in Detail

No Topic	
01	<i>Introduction to the Field of Selling & Sales Management</i>
02	<i>The Selling Process</i>
03	<i>Why Sales People Fail?</i>
04	<i>Sales Mathematics: Introduction</i>
05	<i>Consumer Behavior Analysis for Selling Decisions</i>
06	<i>The Diversified Roles of a Salespersons</i>
07	<i>Business Communications for Selling</i>
08	<i>Promotional Tools and Strategies for Personal Selling</i>
09	<i>Prospecting and Pre Approach Strategies</i>
10	<i>Approach and Presentations</i>
11	<i>Corporate Negotiations</i>
12	<i>Customer Relationship Management</i>
13	<i>Sales Force Mgmt.: Introduction</i>
14	<i>B2B Selling Strategies</i>
15	<i>Internal Marketing & Coordination</i>
	<i>Territory Development and Management</i>
16	<i>Supervising & Evaluating the Salespersons</i>
17	<i>Succession Planning & Retaining the Best Salespeople</i>
18	<i>The Team Management Strategies</i>
19	<i>Advanced Topics and Future Directions in Selling and Sales Management</i>
20	<i>Final Term Examination</i>

Text & Recommended Readings

- A. **Futrell Charles.**, “ *Fundamentals of Selling*”, McGraw Hill 10th Ed.
- B. **Spiro, Stanton & Rich**, “ *Management of a Sales Force*”, McGraw Hill 12th Ed.

Assignment Specification

Microsoft Word for Documentation
Headings *Arial 11pt Bold*
Normal Text *Times New Roman 10pt*
Header Footer *Times New Roman 8pt*
Paragraph *Single Line Spacing*
 First Line Indent 1.0 cm
Page Margins *2 cm from each side*

Assignments/ Research Projects

No	Title	Due Date
A-01	<i>Selling Strategies for the Job Fair</i>	<i>2nd Class of 3^r Week</i>
A-02	<i>B2B Selling Strategies Al-Khalid Tank</i>	<i>2nd Class of 6th Week</i>
A-03	<i>Dream Start Up Business's Selling Strategies</i>	<i>2nd Class of 9th Week</i>



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Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%	Mid Term	35%	Final Term	40%
Assignments	15 %	Mid Term Exam	35%	Final Exam	40%
Quizzes	10%				

Remember subdivision of Mid Term and Final Term Examination should be done only in case of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult Plagiarism Policy of the University at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *5 Absentees in class will be result in forced withdrawal. (PU Policy)*
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. (PU Policy)*
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ ***Keep a copy of all submitted Grading Instruments.***
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck
 For the Spring Term