

**College of Business Administration**

**Department of Marketing**

**Marketing 303: Salesmanship and Sales Management**

**Spring 2018**

**Instructor:** Nour El Houda Ben Amor

1. **mail:** [nbenamor@ksu.edu.sa](mailto:salsheeha@ksu.edu.sa)

**Website:** [http://fac.ksu.edu.sa/nbenamor](http://fac.ksu.edu.sa/salsheeha)

**Office :** Room 8, 2nd Floor, Department of Marketing, Build. 3, CBA

**Office Hours:** Refer to the schedule

**COURSE DESCRIPTION:**

The course consists of two components, Salesmanship and Sales Management. The study of Selling Skills deals with Understanding Personal Selling, Different Selling Situations and Understanding Consumers. It helps in Understanding the way to Organize and Manage oneself to be fit into Sales Organization. The Other Part deals with Sales Management with issues related to sales force management and focuses on "selling" as a tool of Marketing Communication and Information Management for Better Customer Relationship Management. The study of Sales Management enables Management of Sales Organization and exposes students to understand the Process of Establishing, Coordinating, Controlling and Evaluating the Sales Organization.

**COURSE OBJECTIVES:**

The course is structured to help students achieve the following objectives:

* 1. The most important objective of this course is to make students learn the principles

of Sales Management, strategic issues and due focus on selling techniques.

1.2 Defining sales management, its importance, and its role in the business firm.

1.3 Defining sales management concepts.

1.4 Identifying the functions of sales management and how to establish, manage, and

control a sales force.

1.5 Sales planning and defining sales areas.

1.6 Knowing the stages of the selling process.

1.7 Knowing of sales strategies and skills.

**COURSE TEXT:**

**Selling and Sales Management 9e, David Jobber and Geoff Lancaster.**

Pearson. ISBN: 978-0-273-76268-3

**METHOD OF ASSESSMENT (100 total potential points)**

**1- EXAMS**

There will be three exams. The first two are worth 35points. Dates for exams are determent on the progress of the course work. The first exam is due at the end of the 3th chapter. The second exam is due after the completion of the 7 th chapter. The final exam is worth 40 points and will be administrated at the finals week. The date will be posted when final exam schedule is available. There will be **no make–up Exams** without official excused documentation for your absence.

**2- ATTENDANCE, CLASS PARTICIPATION & ASSIGNMENTS**

Students will work on numerous assignments during the semester. Each assignment will be discussed and explained to the class at time. Attendance Policy: You should be in at the beginning of the hour. Students are expected to attend every class, having completed the reading assignments, and well prepared and ready to participate in class discussions, exercises, and homework. Use your own judgment; attendance usually has a high correlation with how well you do in a course.

**Note:** If you are late, please calls back at the end of the class don’t knock the door to enter the class. Each unexcused missed class will result in a deduction of half a point from the total points for the course. It is the university policy to ensure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with ((حرمان.

**GRAIDING PLAN:**

|  |  |  |
| --- | --- | --- |
|  | **Assignments** | **Points** |
| **1-** | **Final Exam** | **40** |
| **2-** | **Exam1 (Week 7; Will be on 4/03/2018 -- 16/06/1439 )** | **15** |
| **3-** | **Exam2 (Week 11; Will be on 1/04/2018-- 15/07/1439 )** | **20** |
| **4-** | **Individual Case Study & Applications Exercises** | **10** |
| **5-** | **Team project & project presentation** | **15** |

**Note:** No extra credit assignments will be available. Late work is not accepted. Assignments turned in late will receive a zero. If you miss a class, it is your responsibility to get notes, assignments, exercises or other materials from another student. Missing class does not excuse you from or change assignment due dates.

**DETAILED Curriculum**

Chapter 1 Development and role of selling in marketing and Sales Strategies

Chapter 2 Consumer and organizational buyer behaviour and Sales settings

Chapter 3 International selling, Laws and Issues

Chapter 4 Personal selling skills, Sales responsibilities and preparation

Chapter 5 Key account management and Relationship selling

Chapter 6 Direct marketing

Chapter 7 Internet and IT applications in selling and sales management

Chapter 8 Recruitment and selection

Chapter 9 Motivation, training and Salesforce evaluation

Chapter 10 Organization and compensation

Chapter 11 Sales forecasting and budgeting

**SYLLABUS CHANGES :**

Dates and assignments documented in this syllabus are subject to change at the discretion of the instructor.

# SEMESTER GRADING SCALE:

The final grade will be awarded as follows:

A+ = 95% and above A = 90 to 94%

B+ = 85 to 89% B = 80 to 84%

C+ = 75 to 79 % C = 70 to 74%

D+ =65 to 69% D = 60 to 64%

F = 59% and below.

**ACADEMIC DISHONESTY:**

If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.

**STUDENTS WITH DISABILITIES:**

If you are disabled, please inform me as soon as possible so that I can do my best to make the class handicap friendly. In the case of injuries that prevent a student from executing his daily course work, the student is advised to keep me posted to accommodate his needs.