



MKTG307

Sales Management

S2 Evening 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Lecturer in Charge

Stephen Erichsen

stephen.erichsen@mq.edu.au

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Monday 3.30pm - 4.00pm by appointment

Unit Convenor

Scott Koslow

scott.koslow@mq.edu.au

Contact via scott.koslow@mq.edu.au

Credit points

3

Prerequisites

(STAT122 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213 or BBA203 or BBA213)

Corequisites

Co-badged status

Unit description

This unit involves organising and planning the company's overall selling efforts and integrating these efforts with other elements of the firm's marketing strategy. It also includes the selecting of appropriate sales personnel, and designing and implementing policies and procedures that will direct their efforts towards the firm's desired objectives. The final part of the unit involves developing procedures for monitoring and evaluating sales force performance so that adjustments can be made to either the sales program or its implementation.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

The objective of this unit is to provide an understanding of the responsibilities of management in achieving company strategies through professional and effective sales

management techniques. This will include the variant requirements that service and manufacturing organisations have and their impact on sales team make up and effectiveness. The specific outcomes of the unit are set out but cover these main topics:

- Understanding selling • Account Management • Sales Force Organisation • Recruiting Sales Staff • Sales Training • Leading and Motivating a Sales Team • Managing and Delivering Compensation Programs

To enable students to grasp the true value of selling as a critical corporate function; Throughout the course, the emphasis is on the practical processes as used in the modern business: identifying needs, building the appropriate team, analysing results and using it as the basis of your decision making.

To give students an understanding of the role of selling and sales management as part of the daily operation of all organisations.

To gain an insight into the various sales methodologies that an organisation may employ.

To review the role of the account manager/salesperson.

To analyse the sales team structure and how to build, train and manage that team.

Assessment Tasks

Name	Weighting	Due
<u>Class Presentation</u>	15%	Weeks 3- 5
<u>Individual Assignment</u>	25%	Week 8
<u>Group Assignment</u>	30%	Week 12
<u>Final Exam</u>	30%	University Exam Period

Class Presentation

Due: **Weeks 3- 5**

Weighting: **15%**

Students will be required to give class presentations during the semester. No notes or palm cards may be used. There will be a timetable provided allocating the week that you will present in the tutorials.

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Individual Assignment

Due: **Week 8**

Weighting: **25%**

Your assignment must be submitted to Turnitin; details will be provided with the Assignment Topic.

No extensions will be granted. Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

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Group Assignment

Due: **Week 12**

Weighting: **30%**

Students will be organised into syndicate teams. This is a group exercise – all members of the group are expected to contribute actively and substantially. Some members of the group may provide more input in the research area whereas others may do more of the actual written presentation. The group will be required to acknowledge that all group members have given quality time to the project. Your groups will be organised in class. The topics will be distributed in class in Week 6 – your responses and presentations will be required in your tutorial in Week 12. Your assignment must be submitted to Turnitin; details will be provided with the Assignment Topic.

No extensions will be granted. Students who have **not** submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for disruption of studies is made and approved.

On successful completion you will be able to:

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- To review the role of the account manager/salesperson.

Final Exam

Due: **University Exam Period**

Weighting: **30%**

A 2 Hour final examination will be provided. The format of the exam is likely to include a combination of Multiple Choice Questions, Short Answer Questions and Extended Answer Questions and will be focused on the concepts presented in the text and the lectures.

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Delivery and Resources

CLASSES

Lectures will be held on Monday evening from 6.00pm to 8.00pm on the dates listed herein. All students will attend their lecture and the tutorial they are enrolled in on a weekly basis. Delivery of this course will include a combination of powerpoint slides, videos, class discussions, brief field exercises and guest speakers.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Text: *Sales Management – Shaping Future Sales Leaders*

Tanner, Honeycutt, Erffmeyer 2009 Pearson

Available at the Co-op Bookshop. You will need to purchase or have access to the text throughout the semester:

UNIT WEB PAGE

We will use the iLearn system for provision and exchange of information during the semester. <http://ilearn.mq.edu.au> All class material will be posted on the specific subject page on iLearn.

Additional Technology

No specific technology other than access to a computer throughout the semester is required, however submitted work must use recent versions of Microsoft Office products such as Word and PowerPoint.

The timetable for attendance can be found at the University web site at: <http://www.timetables.mq.edu.au>

Attendance will be taken in the tutorials.

Unit Schedule

Week	Day / Date	Lecture Topic	Required Reading	Tutorial Activity
1	4 th August	Introduction to Sales Management	Chapter 1	No tutorial
2	11 th August	Sales Functions Leadership	Chapters 2 & 3	Structure, Expectations and Group Formation
3	18 th August	Ethics	Chapter 4	Leadership Styles and Successes Individual Assignment Allocated
4	25 th August	B2B & CRM Leveraging IT	Chapters 5 & 6	Presentations
5	1 st September	Designing the Sales Force Recruitment	Chapters 7 & 8	Negotiation Skills 1 Role Plays
6	8 th September	Sales Training Supervising & Managing	Chapters 9 & 10	Negotiation Skills 2 Role Plays Group Assignment allocated on iLearn
7	15 th September	Goal Setting & Performance	Chapter 11	Industry Reviews for Group Assignment
Semester Break				
8	6 th October	No Class – Public Holiday		Personal Assignment due on Turnitin & BESS
9	13 th October	Motivation & Rewards	Chapter 12	Motivation at different career stages
10	20 th October	Customer Information	Chapter 13	Question based selling
11	27 th October	Evaluating Sales Performance	Chapter 14	Remuneration Analysis
12	3 rd November	Cultural Forces	Chapter 15	Group Assignment due Group Presentations

13	10 th November	Course Review & Exam Prep		Group Presentations				
Please Note: Individual presentations will be conducted throughout Weeks 3-11 in your tutorials. You will be advised on iLearn when you will be presenting.								

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and*

replaces the Special Consideration Policy.

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific

knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

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Assessment tasks

- Class Presentation
- Individual Assignment
- Group Assignment
- Final Exam

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

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- Final Exam

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

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Assessment tasks

- Class Presentation
- Individual Assignment
- Group Assignment

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

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Assessment tasks

- Class Presentation
- Group Assignment
- Final Exam

Changes from Previous Offering

There are two changes from the most recent delivery of this unit in Semester 1 2013. The Class Presentations replace the previously required Case Study. The value of the Group Assignment

has increased to 30% from 20%, at the same time the Final Exam has reduced from 40% to 30%.

Research and Practice

Sales management is an exciting and cutting edge research field. Students will be exposed to the most recent thinking on the subject via lectures, readings and assessments.