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### Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
General Information

Unit convenor and teaching staff
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Contact via Email
Room 223, Level 2, 4 Eastern Road Building
Thursday, 5pm-6pm

Oliver Manlutac
oliver.manlutac@mq.edu.au

Credit points
10

Prerequisites
Admission to MMktg or (admission to MCom and MKTG8020)

Corequisites

Co-badged status

Unit description
Firms that offer multifaceted products, services and customer solutions must strategically manage their salesforce to explain and validate the value of their offerings to potential B2B and B2C customers. Strategic sales management is critical to a firm’s success because skilful sales managers guide and coach the sales force to connect with customers, align their sales goals with buyer objectives, and ethically respond to their technical/non-technical enquiries. This unit focuses on developing students’ knowledge of strategic sales management. This unit will develop students’ skills to successfully design a strategic plan to manage sales activities from the opening to closing stages of the sales. This unit focuses on advancing students’ skill to manage long-term relationships with customers/clients through face-to-face seller-buyer communications and technology-mediated communications. This unit will equip students with the skills to effectively engage in sales processes and commit to ethical sales practices.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes
On successful completion of this unit, you will be able to:
ULO1: Analyse and discuss theories and concepts underpinning strategic sales management.
ULO2: Assess and select sales strategies that support long-term relationships with customers through face-to-face and technology-mediated communications.
ULO3: Design a strategic sales management plan.
ULO4: Evaluate ethical and social issues associated with strategic sales management and personal selling.

Assessment Tasks

Coronavirus (COVID-19) Update
Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.
Students should consult iLearn for revised unit information.
Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students.

General Assessment Information
Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update
Any references to on-campus delivery below may no longer be relevant due to COVID-19.
Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Mode of Delivery:
3hr workshop (1 hr seminar + 2 hr in-class practices, activities, and exercises)

Prescribed Textbooks:

**Recommended Resources:**


Chatterji, A.K., Cunningham, C.M. and Joseph, J.E., 2019. The limits of relational governance:


**Recommended Journals (Further Reading):**

- Journal of Business Research
- Marketing letters
- Journal of Personal Selling & Sales Management
- European Journal of Marketing
- Journal of Business & Industrial Marketing
- International Journal of Research in Marketing
- Production and operations management
- Industrial Marketing Management
- Journal of Interactive Marketing
- Journal of Business Ethics
- Journal of Personal Selling & Sales Management

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**Unit Schedule**

**Coronavirus (COVID-19) Update**

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult iLearn for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please refer to iLearn

**Policies and Procedures**

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
Students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct

**Results**

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

**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 help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian
Student Enquiry Service
For all student enquiries, visit Student Connect at ask.mq.edu.au
If you are a Global MBA student contact globalmba.support@mq.edu.au

Equity 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.

IT Help
For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.
When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Changes from Previous Offering
This is the first time this unit is offered

Changes since First Published

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