



MKTG3007

Sales and Personal Selling

Session 2, Special circumstance 2020

Department of Marketing

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Coordinator and Lecturer

Dr Syed Rahman

syed.rahman@mq.edu.au

Contact via syed.rahman@mq.edu.au

Room 142, 3 Management Drive

Face-to-Face on campus: Tuesday 1-2pm @ 3MD room 142. Online: Email me to schedule a zoom session.

Credit points

10

Prerequisites

20cp at 2000 level or above including 10cp in MKTG units and (STAT150 or STAT1250 or STAT170 or STAT1170 or STAT171 or STAT1371)

Corequisites

Co-badged status

Unit description

Sales is an important function in any commercial organisation. Within organisations, salespeople play a crucial role in aligning their organisation's offerings with customers' needs, and in maximising value creation for both the customer and the selling firm. This unit develops students' knowledge of theories and concepts underpinning the planning and organisation of a firm's sales. It also focuses on developing students' knowledge of personal selling and negotiation, addressing the sales tactics applied in both B2B and B2C. Students develop teamwork and communication skills necessary for successful sales. Students will learn to critically analyse and apply ethical principles in relation to sales and sales negotiation.

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:

ULO1: Evaluate sales theories and concepts to solve sales and sales planning problems.

ULO2: Analyse and evaluate B2B / B2C sales and negotiation techniques.

ULO3: Utilise interpersonal and communication skills to successfully engage in sales.

ULO4: Critically analyse and appraise ethics in relation to sales and sales negotiation.

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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Participatory Task	15%	No	Week 1 to 10 workshops
Case analysis	30%	No	Report 1: Week 4, Monday Report 2: Week 7, Monday
Sales Report	35%	No	Draft: Week 11, Monday; Final: Week 13, Wednesday
Presentation	20%	No	Week 11, Monday

Participatory Task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 12 hours

Due: **Week 1 to 10 workshops**

Weighting: **15%**

This is an individual assessment that requires students to participate in weekly workshop activities, including group discussion of mini case studies, online forum posts, and short concept quizzes, during weekly workshops. Specific instructions and marking guide will be provided on iLearn.

On successful completion you will be able to:

- Evaluate sales theories and concepts to solve sales and sales planning problems.
- Analyse and evaluate B2B / B2C sales and negotiation techniques.
- Critically analyse and appraise ethics in relation to sales and sales negotiation.

Case analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **Report 1: Week 4, Monday Report 2: Week 7, Monday**

Weighting: **30%**

This is an individual assessment that requires students to demonstrate cognitive knowledge of theories and concepts underpinning the planning and organisation of a firm's sales. In addition, students will be required to demonstrate knowledge of personal selling and negotiation, addressing the sales tactics applied in both B2B and B2C. Specific instructions and marking rubric will be provided on iLearn.

On successful completion you will be able to:

- Evaluate sales theories and concepts to solve sales and sales planning problems.
- Analyse and evaluate B2B / B2C sales and negotiation techniques.
- Critically analyse and appraise ethics in relation to sales and sales negotiation.

Sales Report

Assessment Type ¹: Report

Indicative Time on Task ²: 22 hours

Due: **Draft: Week 11, Monday; Final: Week 13, Wednesday**

Weighting: **35%**

This is an individual assessment that requires students to apply theories and concepts underpinning the planning and organisation of a firm's sales for maximising value creation for both the customer and the selling firm. In addition, students will be required to demonstrate their ability to critically analyse and apply ethical principles in relation to sales and sales negotiation. Specific instructions and marking rubric will be provided on iLearn.

On successful completion you will be able to:

- Evaluate sales theories and concepts to solve sales and sales planning problems.
- Analyse and evaluate B2B / B2C sales and negotiation techniques.
- Utilise interpersonal and communication skills to successfully engage in sales.
- Critically analyse and appraise ethics in relation to sales and sales negotiation.

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 6 hours

Due: **Week 11, Monday**

Weighting: **20%**

This is an individual assessment that requires students to demonstrate the communication skills necessary for successful sales. Students will be required to record a 3-5 minute sales pitch on a product/service. Specific instructions and marking rubric will be provided on iLearn.

On successful completion you will be able to:

- Evaluate sales theories and concepts to solve sales and sales planning problems.
- Utilise interpersonal and communication skills to successfully engage in sales.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

- Lecture: PowerPoint files and recordings will be available on iLearn; students do not need to attend any live lectures.
- First-hour of the weekly workshop (synchronous): Weekly one hour live session; students need to attend all workshops (week 1 to 12). The timetable for workshops can be found on the University web site at: <http://www.timetables.mq.edu.au>.
- Second-hour of the weekly workshop (asynchronous): Students need to engage in weekly online discussion forums on iLearn.

Successful completion of this unit requires the student to submit all assessment tasks and achieve at least 50% in total.

Access to a personal computer, internet, Microsoft Excel, Microsoft Word, and Microsoft Powerpoint is required to complete learning activities and assessment tasks.

Following is the list of key required reading/viewing resources; details of learning materials for each week will be available in iLearn.

Required Textbook:

SELL (6th Edition, 2020), Authors: Ingram/LaForge/Schweper/Williams, <https://au.cengage.com/c/ebook-sell-44-6th-edition-6e-ingram-laforge-schweper-williams/9780357144145/>

Journal Articles:

Kumar, V., & Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing*,

80(6), 36-68. <https://doi.org/10.1509%2Fjm.15.0414>

Anderson, R. E., Cohen, A. H., Christ, P. F., Mehta, R., & Dubinsky, A. J. (2020). Provenance, evolution, and transition of personal selling and sales management to strategic marketing channel management. *Journal of Marketing Channels*, 26(1), 28-42. <https://doi.org/10.1080/1046669X.2019.1647913>

Verbeke, W., Dietz, B., & Verwaal, E. (2011). Drivers of sales performance: a contemporary meta-analysis. Have salespeople become knowledge brokers?. *Journal of the Academy of Marketing Science*, 39(3), 407-428. <https://link.springer.com/article/10.1007/s11747-010-0211-8>

Unit Schedule

Please refer to iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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 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](#)

If you are a Global MBA student contact globalmba.support@mq.edu.au

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.