



MKTG3007

Sales and Personal Selling

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	7

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

Unit convenor and lecturer

Syed Rahman

syed.rahman@mq.edu.au

Contact via syed.rahman@mq.edu.au

Room 213, 4 Eastern Road (4ER)

Thursday 10-11am

Credit points

10

Prerequisites

80 cp at 1000 level or above including MKTG1003

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. Moreover, to keep up with today's empowered buyers in both B2B and B2C contexts, salespeople need to personalise the entire sales experience to meet the buyer's wants. This unit develops students' knowledge of theories and concepts underpinning the planning and operationalisation of a firm's sales. It also focuses on developing students' knowledge of personal selling, addressing the critical analysis and application of sales tactics. Students will develop communication skills necessary for successful sales.

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 concepts on theoretical grounds.

ULO2: Critically analyse sales techniques and recommend actionable solutions to improve sales performance.

ULO3: Develop a sales pitch and professionally communicate it in either a B2B or B2C setting.

General Assessment Information

Late Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.

Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills development: Sales and personal selling	20%	No	04/09/2026	Individual	Yes	Open
Professional practice: Sales challenges	40%	No	18/09/2026	Individual	Yes	Open
Professional practice: Elevator pitch	40%	No	23/10/2026	Individual	No	Open

Skills development: Sales and personal selling

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 12 hours

Due: **04/09/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is to enhance your expertise and practical skills in sales and

personal selling.

You will prepare a curation of your work completed by engaging with the content of the unit. You will showcase and justify your knowledge and choices in sales and personal selling.

Skills in focus:

- Communication skills
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Reflection with supporting evidence

Individual assessment

On successful completion you will be able to:

- Evaluate sales concepts on theoretical grounds.
- Critically analyse sales techniques and recommend actionable solutions to improve sales performance.
- Develop a sales pitch and professionally communicate it in either a B2B or B2C setting.

Professional practice: Sales challenges

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 18 hours

Due: **18/09/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this assessment is for you to gain experience in a firm's sales challenges - a critical area for every marketing professional.

You will apply theoretical knowledge to evaluate a firm's sales challenge.

Skills in focus:

- Communication skills
- Work readiness
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Written report [max. 1,500 words]

Individual assessment

On successful completion you will be able to:

- Evaluate sales concepts on theoretical grounds.
- Critically analyse sales techniques and recommend actionable solutions to improve sales performance.

Professional practice: Elevator pitch

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **23/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

The purpose of this assessment is for you to plan and deliver a sales pitch, enabling you to develop and refine key skills in persuasive communication and strategic thinking, crucial for successful careers in sales and marketing.

You will design a sales pitch for an identified opportunity

Skills in focus:

- Communication skills
- Work readiness
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Presentation [3 minutes, max 20 slides]

Individual assessment

On successful completion you will be able to:

- Evaluate sales concepts on theoretical grounds.
- Develop a sales pitch and professionally communicate it in either a B2B or B2C setting.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

- Lecture: PDF files of weekly slides and recordings will be available on iLearn.
- Students need to attend all weekly tutorials (weeks 1 to 13) and engage in activities.

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.

The following is the list of key required reading/viewing resources; details of learning materials for each week will be available in iLearn and in the [Leganto unit reading list](#).

Required Textbook:

Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker, C. H., & Williams, M. R. (2024). *Sell* (7th ed.). Cengage. (Limited access to the eBook is available via [MQ Library on this link](#))

Recommended Journal Articles:

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>

Ancillai, C., Terho, H., Cardinali, S., & Pascucci, F. (2019). Advancing social media driven sales research: Establishing conceptual foundations for B-to-B social selling. *Industrial Marketing Management*, 82, 293-308. <https://doi.org/10.1016/j.indmarman.2019.01.002>

Charoensukmongkol, P. (2020). The efficacy of cultural intelligence for adaptive selling behaviors in cross-cultural selling: The moderating effect of trait mindfulness. *Journal of Global Marketing*, 33(3), 141-157. <https://doi.org/10.1080/08911762.2019.1654586>

Delpechitre, D., & Baker, D. S. (2017). Cross-cultural selling: Examining the importance of cultural intelligence in sales education. *Journal of Marketing Education*, 39(2), 94-108. <https://doi.org/10.1177%2F0273475317710060>

Eggert, A., Ulaga, W., Frow, P., & Payne, A. (2018). Conceptualizing and communicating value in business markets: From value in exchange to value in use. *Industrial Marketing Management*, 69, 80-90. <https://doi.org/10.1016/j.indmarman.2018.01.018>

Hansen, J. D., Singh, T., Weilbaker, D. C., & Guesalaga, R. (2011). Cultural intelligence in cross-cultural selling: Propositions and directions for future research. *Journal of Personal Selling & Sales Management*, 31(3), 243-254. <https://doi.org/10.2753/PSS0885-3134310303>

Sahni, N. S., Wheeler, S. C., & Chintagunta, P. (2018). Personalization in email marketing: The role of noninformative advertising content. *Marketing Science*, 37(2), 236-258. <https://doi.org/10.1287/mksc.2017.1066>

Singh, S., Marinova, D., Singh, J., & Evans, K. R. (2018). Customer query handling in sales

interactions. *Journal of the Academy of Marketing Science*, 46(5), 837-856. <https://doi.org/10.1007/s11747-017-0569-y>

Tyler, K., Patton, M., Mongiello, M., Meyer, D., Whittaker, G., Ledden, L., & Kalafatis, S. P. (2007). A re-examination of the relationship between value, satisfaction and intention in business services. *Journal of Services Marketing*, 21(5), <http://dx.doi.org/10.1108/08876040710773651>

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://doi.org/10.1007/s11747-010-0211-8>

Recommended Online Reading/viewing:

HubSpot Academy Inbound Sales certification - <https://academy.hubspot.com/courses/inbound-sales>

Unit Schedule

Please refer to iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>). 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies](https://students.mq.edu.au/support/study/policies) (<https://students.mq.edu.au/support/study/policies>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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 connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

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

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

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.

Unit information based on version 2026.05 of the [Handbook](#)