



MKTG307

Sales Management

S2 Evening 2018

Archive (Pre-2019) - Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Lecturer in Charge

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Monday at 2pm or other times by appointment. Email to confirm.

Tutor

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Contact via Email or approach at class time

N/A

Monday 3pm - 4pm or at other times by appointment

Tutor

Brenton Price

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Contact via Email or approach at class times

N/A

Tuesday 3-4pm or at other times by appointment

Credit points

3

Prerequisites

(STAT150 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213)

Corequisites

Co-badged status

Unit description

Sales is an important function in any commercial organisation. Sales professionals play a critical role in generating revenues and improving a firm's bottom line. Personal selling and negotiation skills are critical to firm's sales and the proper implementation of marketing and sales strategies. Increasingly the evolution of the sales role is driven by technology and changes in how firms manage relationships with customers at the frontline. Much of the effort put into customer development, a key role of sales, involves a deep understanding of the customer's business, as well as the customer's industry more generally, while the ability to sell and make sales remains an overarching priority. Superior personal selling skills guide sales professionals in aligning their organisations offering with customers' needs, and helping them overcome their problems and challenges, and creating value for both customer and selling firm. This unit focuses on theories and concepts underpinning how firms organise and plan the selling effort, and on developing students' knowledge of personal selling and negotiation. The unit will also address the sales tactics applied in B2B and B2C, how to start a dialogue with customers and close sales to achieve sales objectives. Students will develop effective oral and written communication skills, as well as teamwork 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:

Explain and apply sales theories and concepts to solve sales and sales planning problems

Analyse and evaluate B2B / B2C sales and negotiation techniques

Demonstrate effective written and oral communication skills to successfully negotiate and finalise sales

Develop an effective team process which enables the development of an industry analysis, assessment of opportunities and the development of potential solution/s.

Assessment Tasks

Name	Weighting	Hurdle	Due
Presentation	25%	No	Weeks 3-11
Report	35%	No	Week 8
Case Study	40%	No	Week 12

Presentation

Due: **Weeks 3-11**

Weighting: **25%**

Students will be required to give a 7 minute sales pitch on a product or service as agreed with their tutor. The presentation will be made **without the aid of palm cards or notes**, demonstrating an understanding of the offering and its value to the customer. Topics will be discussed and agreed in Week 2, a comprehensive detail of what is expected will be provided on iLearn and a marking guide will be provided on iLearn. A soft copy of the presentation material used will need to be posted on iLearn under the banner for your tutor after you have made your presentation, on the same day. Marks will be withheld until that copy is received.

Students unable to present on their allocated week will need to advise the tutor and make suitable alternate arrangements. Unless the student has made and had approved an application for Special Consideration, it is **the responsibility of each student** to ensure they make their presentation before Week 12. Failure to do so will result in a zero mark for this assessment.

On successful completion you will be able to:

- Explain and apply sales theories and concepts to solve sales and sales planning problems
- Analyse and evaluate B2B / B2C sales and negotiation techniques
- Demonstrate effective written and oral communication skills to successfully negotiate and finalise sales

Report

Due: **Week 8**

Weighting: **35%**

This is an individual assessment. Comprehensive details will be released on iLearn, including a Marking Guide. Your assignment must be submitted to Turnitin; details will be provided with the Assignment Topic.

No extensions will be granted. There will be a deduction of 10% of the total available marks 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 - 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Explain and apply sales theories and concepts to solve sales and sales planning problems
- Analyse and evaluate B2B / B2C sales and negotiation techniques

- Demonstrate effective written and oral communication skills to successfully negotiate and finalise sales

Case Study

Due: **Week 12**

Weighting: **40%**

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

Written Report - 20 Marks

Class Presentation - 20 marks (This is an individual mark)

Students will be organised into syndicate teams. This is a group exercise, and as such, all members of the group are expected to contribute actively and substantially. 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 topic and marking rubric will be available on iLearn 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. A peer review form will be made available with the assessment details and must be submitted by each student.

The Class Presentation will be individually marked by student.

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 Special Consideration is made and approved.

On successful completion you will be able to:

- Analyse and evaluate B2B / B2C sales and negotiation techniques
- Demonstrate effective written and oral communication skills to successfully negotiate and finalise sales
- Develop an effective team process which enables the development of an industry analysis, assessment of opportunities and the development of potential solution/s.

Delivery and Resources

Technology Used: Unit web page

Please note the unit's logon iLearn address is: <http://ilearn.mq.edu.au>

Here you will find the unit resources, learning materials, important announcements, marking guides, and assessment drop boxes. It is each student's responsibility to regularly check iLearn.

The lecture in this unit will be recorded using iLearn.

Textbook:

The text for this unit is as listed below, and is available in an eBook version only:

Sales Management: Shaping Future Sales Leaders

Tanner

Pearson New International Edition eBook : 9781292036625

This eBook can only be purchased by people residing in Australia with an Australian credit card. Click [below](#) to find the Pearson website for your region.

<http://www.pearson.com.au/pearsons-story/technology-learning/ebooks/us-ebook-purchasing/>

Satisfactory completion of unit

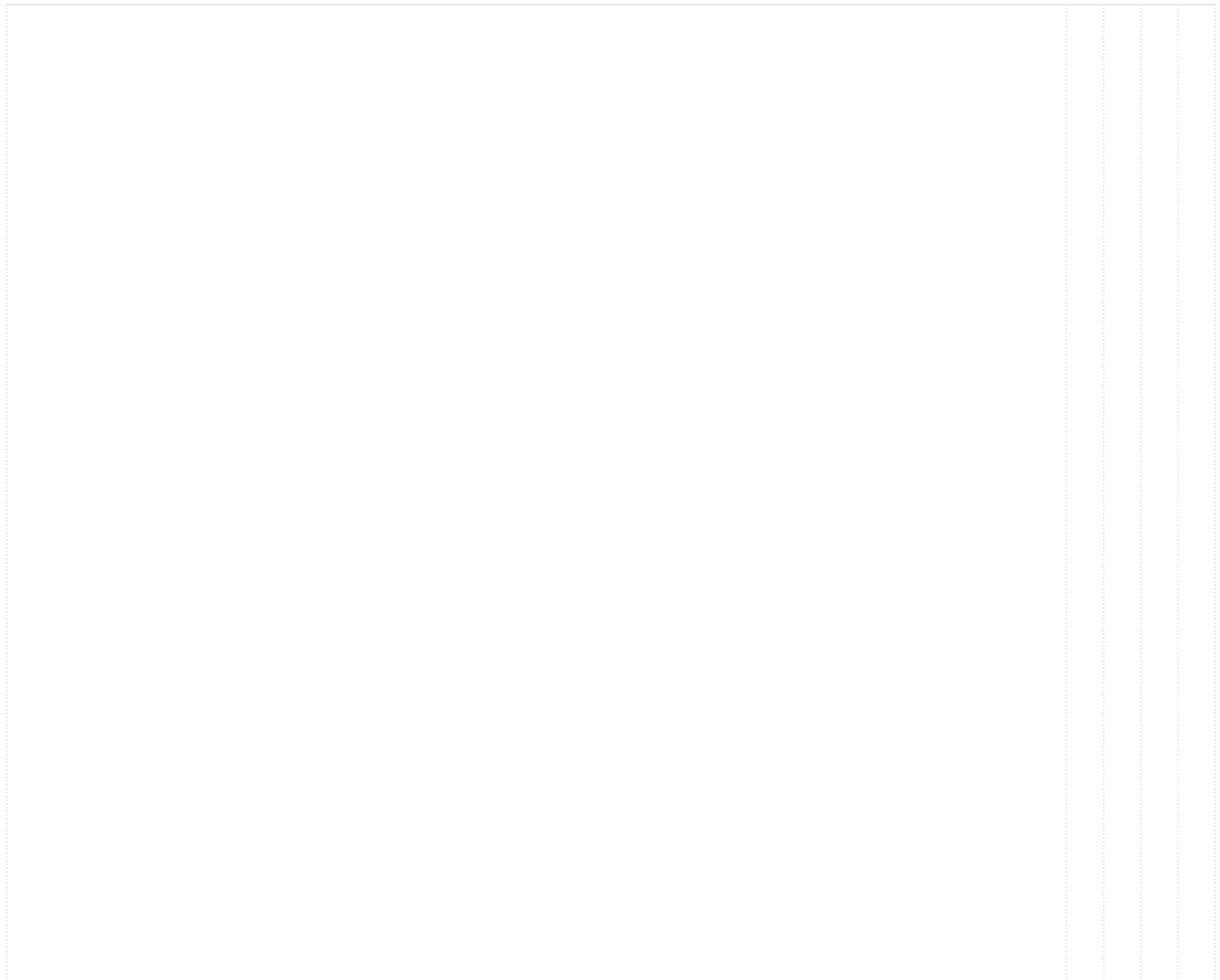
Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

Unit Schedule

Week	Day / Date	Lecture Topic	Required Reading	Tutorial Activity
1	July 30th	Introduction to Selling	Chapter 1	No tutorial in Week 1
2	August 6th	Sales Functions Leadership	Chapters 2 & 3	Structure, Expectations and Group Formation
3	13 th August	Ethics	Chapter 4	Leadership Styles and Successes Presentations Individual Assignment Allocated
4	20 th August	B2B & CRM Leveraging IT	Chapters 5 & 6	Presentations
5	27th August	Designing the Sales Force Recruitment	Chapters 7 & 8	Negotiation Skills 1 Role Plays
6	3rd September	Sales Training	Chapters 9	Negotiation Skills 2 Role Plays Group Assignment allocated on iLearn
7	10th September	Supervising & Managing	Chapter 10	Industry Reviews for Group Assignment
Semester Break				
8	1st October	No class - Public Holiday		Personal Assignment due on Turnitin & to BESS
9	8th October	Motivation, Goal Setting, Performance & Rewards	Chapters 11 & 12	Motivation at different career stages
10	15th October	Customer Information	Chapter 13	Question based selling
11	22nd October	Evaluating Sales Performance	Chapter 14	Remuneration Analysis

12	29th October	Cultural Forces	Chapter 15	Group Assignment due on iLearn. Group Presentations
13	5th November	Course Review		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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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.*)

Undergraduate 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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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 shown in *iLearn*, 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.

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://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.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Analyse and evaluate B2B / B2C sales and negotiation techniques
- Demonstrate effective written and oral communication skills to successfully negotiate and finalise sales
- Develop an effective team process which enables the development of an industry analysis, assessment of opportunities and the development of potential solution/s.

Assessment tasks

- Report
- Case Study

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

- Explain and apply sales theories and concepts to solve sales and sales planning problems
- Analyse and evaluate B2B / B2C sales and negotiation techniques
- Develop an effective team process which enables the development of an industry analysis, assessment of opportunities and the development of potential solution/s.

Assessment tasks

- Presentation

- Report
- Case Study

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

- Explain and apply sales theories and concepts to solve sales and sales planning problems
- Analyse and evaluate B2B / B2C sales and negotiation techniques

Assessment tasks

- Report
- Case Study

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:

Learning outcomes

- Explain and apply sales theories and concepts to solve sales and sales planning problems
- Demonstrate effective written and oral communication skills to successfully negotiate and finalise sales
- Develop an effective team process which enables the development of an industry analysis, assessment of opportunities and the development of potential solution/s.

Assessment tasks

- Presentation
- Case Study

Changes from Previous Offering

There has been a slight change to this program by an intent to balance the focus on the selling facet as much as the management of the Sales team.

Research and Practice, Global Contexts and Sustainability

Sales is an exciting and cutting edge commercial environment and delivery of this unit is based on linking our content to current research and practices in a global context. Students will be exposed to the most recent thinking on the subject via lectures, readings and assessments and the need for such activities to be cognisant of current best practice in the area of sustainability.

Changes since First Published

Date	Description
23/07/2018	Presentation materials from the Class Presentation must now be sent to iLearn