



MKTG307

Sales Management

S2 Evening 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

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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 organization. Superior personal selling skills guide sales professionals in aligning their organizations' offerings with customers' needs, and helping organizations overcome problems and challenges by creating value for both customer and selling firm. Increasingly the evolution of the sales role is driven by technology and changes in how firms manage relationships with customers at the frontline. This unit develops students' knowledge of theories and concepts underpinning how firms organize and plan the selling effort. It also focuses on developing students' knowledge of personal selling and negotiation, addressing the sales tactics applied in B2B and B2C, how to start a dialogue with customers and close sales to achieve sales objectives. Students 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

Demonstrate an understanding of the value of trust and ethics as critical attributes for a successful sales career

Assessment Tasks

Name	Weighting	Hurdle	Due
Video Presentation	25%	No	Week 7
Case Studies (2)	40%	No	Weeks 5 & 9
Report - Individual	35%	No	Week 13

Video Presentation

Due: **Week 7**

Weighting: **25%**

Assessment 1 - Video Presentation

Task Description:

Students will be required to give a 5 minute sales pitch on a product or service as agreed with their tutor. Value 25%

Type of Collaboration:

Individual

Submission

It will need to be uploaded to iLearn via Turnitin. Due Week 5

Format

A comprehensive detail of what is expected will be provided on iLearn and a marking guide will be provided on iLearn including upload instructions.

Length

5 minutes

Inherent Task Requirements

The presentation will be made on video **without the aid of palm cards or notes**, demonstrating an understanding of the offering and its value to the customer.

Late Submissions

Extensions will not be granted. This may not be the case where an application for special consideration has been made and approved. Late submissions will be penalised 20% (5 marks)

for each 24 hour period that it is late.

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 Studies (2)

Due: **Weeks 5 & 9**

Weighting: **40%**

Assessment 2 - Case Studies (2)

Task Description:

Students will be required to submit a 1,000 word analysis on two case studies provided. - Value 40%

Type of Collaboration:

Individual

Submission

Submitted to Turnitin via iLearn in Weeks 5 & 9

Format

Written Case Study analysis - A comprehensive detail of what is expected will be provided on iLearn and a marking guide will be provided on iLearn including upload instructions.

Length

1,000 words each (+/- 10%)

Inherent Task Requirements

The cases and marking rubric will be available on iLearn in Week 3 & Week 7 respectively – your responses will be submitted by Week 5 & 9 respectively, and a class de-brief that you should be participating actively in will be required in your tutorials in Weeks 6 & 10.

Late Submissions

Extensions will not be granted. This may not be the case where an application for special consideration has been made and approved. Late submissions will be penalised 20% (4 marks) for each 24 hour period or part thereof that it is late in each case.

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
- Demonstrate an understanding of the value of trust and ethics as critical attributes for a successful sales career

Report - Individual

Due: **Week 13**

Weighting: **35%**

Assessment 3 - Report

Task Description:

Students will be required to prepare and submit a 3,000 word report on a major sales issue.

Value 35%

Type of Collaboration:

Individual

Submission

Your assignment must be submitted to Turnitin on iLearn in Week 13; details will be provided with the Assignment Topic.

Format

Report - A comprehensive detail of what is expected will be provided on iLearn and a marking guide will be provided on iLearn including upload instructions.

Length

3,000 words (+/- 10%)

Inherent Task Requirements

Comprehensive Details will be provided on iLearn.

Late Submissions

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
- Demonstrate effective written and oral communication skills to successfully negotiate and finalise sales
- Demonstrate an understanding of the value of trust and ethics as critical attributes for a successful sales career

Delivery and Resources

General Assessment Information:

Activities	Hours
Weekly lectures	26
Weekly tutorials/seminars	12
Assessment task 1 (Presentation)	6
Assessment task 2 (Case Studies)	24
Assessment task 3 (Report)	16
Readings, videos and self-study	66
Total number of hours	150

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.

Recommended Textbook:

The text for this unit is as listed below:

SELL - Trust Based Professional Selling

Cengage

SELL 6 – Ingram Mindtap – More information on how to purchase will be posted as an PDF on ILearn soon.

An e-book is available and students will be given information as to how to access the e-Book.

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.

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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 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

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.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Assessment tasks

- Video Presentation
- Case Studies (2)

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
- Demonstrate an understanding of the value of trust and ethics as critical attributes for a successful sales career

Assessment tasks

- Video Presentation
- Report - Individual

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
- Demonstrate an understanding of the value of trust and ethics as critical attributes for a successful sales career

Assessment tasks

- Video Presentation
- Case Studies (2)

- Report - Individual

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 task

- Case Studies (2)

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
- Demonstrate an understanding of the value of trust and ethics as critical attributes for a successful sales career

Assessment tasks

- Video Presentation
- Case Studies (2)
- Report - Individual

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Demonstrate an understanding of the value of trust and ethics as critical attributes for a successful sales career

Changes from Previous Offering

This program is now more focused on sales as opposed to Sales Management.

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.