

<b>Name of the course</b>	<b>Sales Management</b>
<b>Course Code</b>	MKT-415
<b>Semester</b>	VII
<b>Credit Hours</b>	3
<b>Prerequisite</b>	-
<b>Learning outcomes</b>	<p>On completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the various roles of sales manager.</li> <li>2. Familiar with various sales techniques.</li> </ol> <p>Opens new horizons for selling profession.</p>
<b>Contents</b>	<p><b>Unit-1 The Nature and Role of Selling</b>  Types of selling: order takers, order getters, order creators.  Selling as a career  Image of selling</p> <p><b>Unit-2 The Nature and Role of Sales Management</b>  Successive stages in the solution of modern business practices  Sales and marketing planning.  Implementing the marketing concept  Factors that affect the consumer decision making process  Factors affecting organizational buyer behavior</p> <p><b>Unit-3 Types of life-cycle costs</b></p> <p><b>Unit-4 The product types</b></p> <p><b>Unit-5 Importance of purchasing to buying organizations</b></p> <p><b>Unit-6 Sale management in practice</b>  Sales responsibilities.  Sources of prospects  Customers' records and information feedback  Preparation for pure selling and campaign  Identifying and understanding the target audience  Setting campaign objectives  Creative decisions  Media decisions</p> <p><b>Unit-7 Environmental and managerial forces impacting sales</b>  Behavioral forces  Technological forces  Managerial forces</p> <p><b>Unit-8 Profit potential</b></p> <p><b>Unit-9 Characteristics of sales channels</b></p>

	<b>Unit-10 Industrial/commercial/public authority selling.</b>
<b>Teaching &amp; Learning Strategies</b>	A combination of lecturing, presentations, and discussions will be used to conduct the course. Students will be expected to read extensively ahead of each class session and actively participate in discussions and practical work.
<b>Assignment</b>	Written assignment, presentation and Quiz
<b>Suggested Readings</b>	<p>Gustafson, B. M., Pomirleanu, N., &amp; John-Mariadoss, B. (2018). A review of climate and culture research in selling and sales management. <i>Journal of Personal Selling &amp; Sales Management</i>, 38(1), 144-167.</p> <p>Jobber, D., &amp; Lancaster, G. (2019). <i>Selling and sales management</i> (10<sup>th</sup> ed.). Pearson Education.</p> <p>Malek, S. L., Sarin, S., &amp; Jaworski, B. J. (2018). Sales management control systems: Review, synthesis, and directions for future exploration. <i>Journal of Personal Selling &amp; Sales Management</i>, 38(1), 30-55.</p> <p>Misra, S. (2019). Selling and sales management. In Dube, J. P &amp; Rossi, P. E (Eds.), <i>Handbook of the Economics of Marketing</i> (Vol. 1, pp. 441-496). North-Holland.</p>