

MASTER SYLLABUS
SCHOOL OF BUSINESS AND ECONOMICS, SONOMA STATE UNIVERSITY
BUS 463, SALES MANAGEMENT AND PERSONAL SELLING (4)

- I. **Catalog Description:** Examines theory and practice in the principles and art of selling. Studies planning, organizing, leading, evaluating and controlling of sales force activities.
- II.
- III. **Prerequisites:** BUS 360 and 367.
- IV. **Course Learning Objectives:** Upon completion of this course, students should:
 - a. understand the basic role, processes, and purpose of the sales function in overall marketing strategy.
 - b. recognize the importance of relationship management for competitive advantage.
 - c. understand the selling process from prospecting to follow-up.
 - d. recognize the role of ongoing market research in determining and monitoring sales management strategy.
 - e. understand the psychological, social, and situational issues affecting the buyer's response to the sales presentation.
 - f. appreciate the social, ethical, and legal issues impacting the selling process.
 - g. understand issues relating to staffing, training, and motivating the sales force.
 - h. understand the role of forecasting, budgeting, and compensation in planning, implementing, and monitoring sales force performance.
- V. **Course Materials:** An appropriate upper division textbook on Sales Management and Personal Selling, subject to approval by the marketing area faculty. Study guides, reading packets, cases, readings and/or access to the Internet may also be required.

Teaching Methods: The course may involve one or more of the following approaches: lecture, discussion, application exercises, case analysis, short papers, team projects, in-class group activities, sales presentations, and a final project. Subject to approval by the marketing area faculty.
- VI. **Evaluation Tools:** Typically 2-4 exams (including a final exam), and/or quizzes. Several written or oral assignments (e.g. sales script and presentation). Other evaluation techniques (e.g. team or individual exercises) may also be used.
- VII. **Course Content:**
 - A. **Course Topics:**
 - a. Social, Ethical, and Legal Issues
 - b. Building Relationships
 - c. Sales Objectives
 - d. Forecasting and Budgeting
 - e. Recruiting, Selection, and Placement
 - f. Training and Development
 - g. The Selling Process
 - h. Motivating Salespeople
 - i. Performance Evaluation
 - j. Buyer Behavior

B. Interdisciplinary Content:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	.5	*
Ethical Issues	1	*
Political Issues	.5	*
Social Issues	.5	*
Legal/Regulatory Issues	.5	*
Environmental Issues	.5	*
Technology Issues	1	*
Demographic Diversity	1	*

* Required graded work other than exams will be at the discretion of the instructor.

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	Yes

Note: The teaching method and evaluation tools used by the faculty member will influence the amount of time devoted to each of these skills. Case analysis, final project, written assignments, oral presentations, and essay questions on exams are used to assess student's skills.