

| | |
|----------------------|--|
| Course Title: | Professional Selling and Sales Management |
| Course Code: | MKT330 |
| Program: | Bachelor |
| Department: | Marketing |
| College: | CBA |
| Institution: | PSU |

Table of Contents

| | | |
|--|----------|---|
| A. Course Identification | 3 | |
| 6. Mode of Instruction (mark all that apply) | | 3 |
| B. Course Objectives and Learning Outcomes | 4 | |
| 1. Course Description | | 4 |
| 2. Course Main Objective | | 4 |
| 3. Course Learning Outcomes | | 4 |
| C. Course Content | 5 | |
| D. Teaching and Assessment | 5 | |
| 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods | | 5 |
| 2. Assessment Tasks for Students | | 7 |
| E. Student Academic Counseling and Support | 7 | |
| F. Learning Resources and Facilities | 7 | |
| 1. Learning Resources | | 7 |
| 2. Facilities Required | | 7 |
| G. Course Quality Evaluation | 8 | |
| H. Specification Approval Data | 8 | |

A. Course Identification

| | |
|---|---|
| 1. Credit hours: | 3 |
| 2. Course type | |
| a. | University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> |
| b. | Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/> |
| 3. Level/year at which this course is offered: | 3 |
| 4. Pre-requisites for this course (if any): | MKT301 |
| 5. Co-requisites for this course (if any): | NA |

6. Mode of Instruction (mark all that apply)

| No | Mode of Instruction | Contact Hours | Percentage |
|----|-----------------------|---------------|------------|
| 1 | Traditional classroom | | |
| 2 | Blended | | |
| 3 | E-learning | 45 | 100 |
| 4 | Correspondence | | |
| 5 | Other | | |

7. Actual Learning Hours (based on academic semester)

| No | Activity | Learning Hours |
|------------------------------|---------------------------------|----------------|
| Contact Hours | | |
| 1 | Lecture | 45 |
| 2 | Laboratory/Studio | |
| 3 | Tutorial | |
| 4 | Others (specify) – field work | |
| | Total | 45 |
| Other Learning Hours* | | |
| 1 | Study | 10 |
| 2 | Assignments | 5 |
| 3 | Library | |
| 4 | Projects/Research Essays/Theses | 10 |
| 5 | Others (specify) | |
| | Total | 25 |

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course introduces the students to the selling and sales management concept, is designed to benefit students across multiple disciplines, and to provide them with an integrated framework useful for understanding the role of personal selling within the context of marketing strategies. Emphasis is placed on the following principles of sales force management: Creating value with relationship selling, formulating, and evaluating sales strategy, recruitment, training, motivation, performance evaluation, and sales force structure.

2. Course Main Objective

On the successful completion of this course, students will be able to demonstrate a clear understanding of the sales management and personal selling concepts. Students should be able to demonstrate an understanding of how to service the sales to build long-term partnership and apply the process of recruiting, training, evaluating, and compensating sales personnel. They will contribute to the process of development and implementation of the major components of personal selling strategy.

3. Course Learning Outcomes

| CLOs | | Aligned-PLOs |
|----------|--|--|
| 1 | Knowledge: | |
| 1.1 | Define the sales management and personal selling concepts. | PLO-1. Our students will illustrate good knowledge of Marketing in different course assessments that they undergo. |
| 2 | Skills : | |
| 2.1 | Demonstrate how to service the sales to build long-term partnership | PLO-2. Our students will describe practical solutions for marketing problems applying the theory in practice. |
| 2.2 | Explain and apply the process of recruiting, training, evaluating, and compensating sales personnel. | PLO-2. Our students will describe practical solutions for marketing problems applying the theory in practice. |
| 2.3 | Describe the process of development and implementation of the major components of personal selling strategy | PLO-2. Our students will describe practical solutions for marketing problems applying the theory in practice. |
| 3 | Competence: | |
| 3.1 | Analyze the relationship selling strategies demonstrating the ethical decision making and problem-solving skills | PLO-6. Our students will identify ethical issues and provide solutions in business decision-making contexts. |
| 3.2 | Indicate ability to work in groups | PLO-7. Our students will work effectively in teams as part of accomplishing group projects and tasks assigned to them. |
| 3.3 | | |
| 3... | | |

C. Course Content

| No | List of Topics | Contact Hours |
|--------------|--|---------------|
| 1 | Chapter 1: Relationship Opportunities in the Information Economy | 3 |
| 2 | Chapter 2: Evolution of the Selling Models That Complement the Marketing Concept | 3 |
| 3 | Chapter 3: Ethics: The Foundation for Partnering Relationships That Create Value | 3 |
| 4 | Chapter 5: Communication Styles: A Key to Adaptive Selling Today | 3 |
| 5 | Chapter 6: Creating Product Solutions | 3 |
| 6 | Chapter 7: Product-Selling Strategies That Add Value | 3 |
| 7 | Chapter 9: Developing and Qualifying Prospects and Accounts | 3 |
| 8 | Chapter 10: Approaching the Customer with Adaptive Selling | 3 |
| 9 | Chapter 12: Creating Value with the Consultative Presentation | 3 |
| 10 | Chapter 13: Negotiating Buyer Concerns | 3 |
| 11 | Chapter 15: Servicing the Sale and Building the Partnership | 3 |
| 12 | Flipped Classes | 6 |
| 13 | Presentations | 3 |
| 14 | Course Wrap up | 3 |
| Total | | 45 |

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

| Code | Course Learning Outcomes | Teaching Strategies | Assessment Methods |
|------------|---|---|--|
| 1.0 | Knowledge | | |
| 1.1 | Demonstrate a clear understanding of the sales management and personal selling concepts. | Lecture, in class exercises, independent class activities | Midterm Exam Final Exam |
| ... | | | |
| 2.0 | Skills | | |
| 2.1 | Demonstrate an understanding of how to service the sales to build long-term partnership | Class participation and discussion of real-world case studies illustrating consumer behavior concepts | Case presentations |
| 2.2 | Explain and apply the process of recruiting, training, evaluating, and compensating sales personnel. | Study and analysis of various real-life case studies and situations | Progress report & presentations, In-class discussions, |
| 2.3 | Contribute to the process of development and implementation of the major components of personal selling strategy. | Create a sales strategy | Progress report & presentations |

| 3.0 | Competence | | |
|-----|--|--|--------------------|
| 3.1 | Participate in a charity event at Prince Sultan University, promoting and encourage volunteering among students. | Bring together local charities to highlight their work | Participation |
| 3.2 | Indicate ability to work in groups | In-class assignments and discussions | Final Presentation |

2. Assessment Tasks for Students

| # | Assessment task* | Week Due | Percentage of Total Assessment Score |
|---|---|-----------|--------------------------------------|
| 1 | Quiz | 3 | 5 |
| 2 | Midterm | 9 | 25 |
| | Participation and Assignments | All weeks | 10 |
| 4 | Final Project | 13 | 15 |
| 5 | Student Conduct, integrity, and behaviour | All weeks | 5 |
| 6 | Final Exam | 16 | 40 |

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:
Office Hours and appointments via email

F. Learning Resources and Facilities

1. Learning Resources

| | |
|---------------------------------------|--|
| Required Textbooks | Manning, G. L., Ahearne, M., & Reece, B. L. (2014). <i>Selling today: Partnering to create value</i> , 13 th edition, Pearson Higher Ed |
| Essential References Materials | Journal of Personal Selling and Sales Management |
| Electronic Materials | LMS (PSU Moodle), Pearson's MyLab platform |
| Other Learning Materials | The instructor may provide some relevant materials |

2. Facilities Required

| Item | Resources |
|--|-------------------------------|
| Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) | Classroom for exams on campus |
| Technology Resources (AV, data show, Smart Board, software, etc.) | Computer, projector, internet |
| Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list) | NA |

G. Course Quality Evaluation

| Evaluation Areas/Issues | Evaluators | Evaluation Methods |
|---|--------------------------|--------------------|
| Obtaining Student Feedback on Effectiveness of Teaching | students | Course survey |
| Faculty assessment of the course | faculty | Periodic |
| Verifying Standards of Student Achievement | Other faculty (reviewer) | Reviewing |
| Improving Teaching | faculty | CLO assessment |
| Instructor's Delivery | Dept. Chair | In-class visit |

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

| | |
|----------------------------|--|
| Council / Committee | |
| Reference No. | |
| Date | |