

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 210

Credits: 3

Course Title: Sales Management

Course Description (including lecture hours, lab hours, total contacts)

Presents an in-depth examination of managing a sales force. Introduces methods of training, compensating, motivating, and evaluating the sales force. Explores forecasting techniques and quotas. Lecture 3 hours per week.

General Course Purpose

The present marketing venues and opportunities resulting from the strong presence of the internet, the proliferation of small entrepreneurial business startups, market diversity and the growing need for middle management staff by mass merchandisers, require more focused instructional experiences than traditional marketing programs.

Course Prerequisites/Corequisites None

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Understand the roles of the sales managers and how management principles apply to the job.
- b. Assess the various sales forecasting techniques.
- c. Identify the essential elements of organizing.
- d. Identify the different types of sales training.

Major Topics to be Included

- a. Forecasting sales
- b. Organizing sales
- c. Managing sales performance
- d. Training for sales effectiveness

Effective Date of Course Content Summary: August 28, 2008