

Global Learning Semesters

Course Syllabus

Course: MKTG-360 Selling and Sales Management

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-360	Selling and Sales Management	3
Semester Offered	Contact Hours	Prerequisites
Not Offered yet	42	MKTG-291 Marketing, Fundamental Knowledge of Marketing
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

Course Description

This course prepares students to master the art of selling as a relationship process as well as the management of the sales force including selection, training, compensation and control.

Course Aims and Objectives

To enable students gain an understanding in the following areas:

- The sales perspective
- Sales strategies and techniques
- The personal selling process
- Preparation: prospecting and approaching
- Presentation and handling objections
- Closing, confirming and after-sale follow-up
- Relationship selling
- Retail store selling
- Recruitment and selection of salespersons
- Orientation and training
- Organization, motivation and compensation
- Assessing sales performance
- Automated selling, telemarketing and Internet marketing
- Sales forecasting and budgeting

Teaching Methods

The course is structured around lectures, problem and case discussions, individual and group prepared assignments

Course Teaching Hours

42 hours.

Evaluation and Grading

Project/homework:	10%
Mid-Term:	40%
Final Exam:	50%

Readings and Resources

Required Textbook

Jobber, David and Lancaster, Geoffrey. Selling & sales management. 5th ed. Prentice-hall, 2000

Recommended Reading

Manning, Gerald and Reece, Barry. Selling Today: Building Quality Partnerships. 7th ed. Prentice-Hall, 1998.

Jobber, David. The CIM Handbook of Selling and Sales Strategy. Butterworth-Heinemann, 1997.