

COURSE OUTLINE

MAMT-101 Sales and Sales Management 3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course deals with the various factors associated with selling and managing a sales force. The course will cover a range of topics including: communications in selling, market research, persuasion, prospecting, and motivation and supervision of salespeople. Considerable class time will be devoted to written and verbal sales presentations. Classes will be conducted by lecture, case studies, role playing, and personal experience input by students. Where possible, films, videos, and guest lecturers will be utilized. (3 hours weekly)

Overall Course Objectives

Upon successfully completing this course, the student should be able to:

1. Identify career opportunities available in selling and related fields.
2. Develop a relationship strategy through an understanding of the communication process.
3. Locate information necessary for analyzing products.
4. Develop a product selling strategy.
5. Explain some of the elements which influence consumer behavior.
6. Develop a customer strategy.
7. Prepare and demonstrate a sales presentation.
8. Describe the elements necessary for acquiring and managing a sales force.
9. Some of the methods used to motivate, compensate and organize an effective sales force.
10. Explain the role of technology to the future of selling, especially in the area of telemarketing.

Major Topics

- I. Personal Selling and the Marketing concept
- II. Communication in building a selling strategy
- III. Product Strategy
- IV. Customer Strategy
- V. Presentation Strategy
- VI. Managing a Sales Force
- VII. Telemarketing and the Future of Personal Selling

Course Requirements

Grading/exams Grading procedures will be determined by the individual faculty member but will generally include:

- Several exams
- Participation in case studies and other classroom projects
- At least one major oral sales presentation

Writing: Specific writing assignments will be determined by the individual faculty member but will include the design of a sales presentation.

Other Course Information

This course meets the requirements for a business elective.

This course would be useful for anyone currently in a selling profession or seeking a career in a selling profession.