



Course Specifications

Course Title:	Sales Management
Course Code:	MKT1221
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours:	3 Hours
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 4 / 2 nd year
4. Pre-requisites for this course (if any):	MKT1211
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	45	100%
2	Blended		
3	E-learning		
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)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects	2
	Total	4

* 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 provides students with an overview of the theory and practice of personal selling and sales management. Students will have the opportunity to get a feel for a variety of sales issues and learn the practical ins and outs of how to sell products and services. The course will also address how to build trust and manage a sales process, by covering topics such as sales ethics, sales dialogues, creating and communicating value, and expending customer relationship.

2. Course Main Objective

1. Acquire knowledge about the concepts and practices in the selling and sales management functions.
2. Develop an ability to apply academic concepts to business problems involving the management of the sales function
- 3- Identify the different types of selling strategies and how the selling process varies across those types

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Demonstrate the personal selling concepts and terms required salesman.	K1
1.2	Recognize the latest applications for building and maintaining long-term relationships with clients.	K4
1.3	Discuss the role of sales force in the marketing mix implementation.	K3
2	Skills:	
2.1	Appraise professional communication techniques used in sales.	S1
2.2	Apply sales dialogue plan, handle objections and motivate the buyer to make the purchase decision	S2
2.3	Evaluate different sales strategies that are necessary for the salesman.	S3
3	Competence:	
3.1	Demonstrate interpersonal skills necessary to be successful as a salesman.	C1
3.2	Communicate effectively both orally and writing communication skills using the proper presentation forms, Islamic values, related language and reasoning appropriate for business situations.	C5

C. Course Content

No	List of Topics	Contact Hours
1	Overview of personal selling	6
2	Building Trust and Sales Ethics	6
3	Understanding Buyers	6
4	Communication Skills	6
5	Strategic prospecting and preparing for sales dialogue	6
6	Planning Sales Dialogues and Presentation	3
7	Sales dialogue: creating and communicating value	3
8	Addressing concerns and earning commitment	3
9	Expanding Customer Relationships	3
10	Adding value: self-leadership and teamwork	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		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.1	Demonstrate the personal selling concepts and terms required salesman.	Direct strategy (lecture, practice and drill, video demonstrations) Interactive strategy (debate, problem solving, case study)	Written examination (Quiz, Midterm and Final Exams)
1.2	Recognize the latest applications for building and maintaining long-term relationships with clients.		
1.3	Discuss the role of sales force in the marketing mix implementation.		
2.0	Skills		
2.1	Appraise professional communication techniques used in sales.	Direct strategy (lecture, practice and drill, video demonstrations). Interactive strategy (debate, case study).	Written examination (Quiz, Midterm and Final Exams) and assignments
2.2	Apply sales dialogue plan, handle objections and motivate the buyer to make the purchase decision		
2.3	Evaluate different sales strategies that are necessary for the salesman.		
3.0	Competence		
3.1	Demonstrate interpersonal skills necessary to be successful as a salesman.	Independent strategy (Individual and/or group work method),	Project (Rubric)
3.2	Communicate effectively both orally and writing communication skills using the proper presentation forms, Islamic values, related language and reasoning appropriate for business situations.	Interactive strategy (Individual and/or group work presentation and discussion)	Projects, Presentations and discussions

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		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:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	SELL, 2020,. Thomas N. Ingram/Raymond W. (Buddy) LaForge/Ramon A. Avila/Charles H. Schwepker/Michael, 6th Edition, Cengage
Essential References Materials	Sales Force Management: Leadership, Innovation, Technology, 2016, MARK W. JOHNSTON; GREG W. MARSHALL, Routledge Taylor & Francis Group.
Electronic Materials	Saudi digital library
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards+ Cengage Learning system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

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	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

