



Course Specifications

Course Title:	Sales Management
Course Code:	MKT1221
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar Al Uloom University - DAU

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A. Course Identification

1. Credit hours: 3 Cr. 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	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

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

The objective of the course is to:

- Acquire knowledge about the concepts and practices in the selling and sales management functions.
- Develop an ability to apply academic concepts to business problems involving the management of the sales function

-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 and Understanding	
1.1	Possess knowledge and understanding of selling concepts and practices required by sales management functions.	K1
1.2	Demonstrate the concepts of sales force in the marketing mix & its implementation.	K2
1.3	Exhibit specialized knowledge about the latest applications for building trust and maintaining long-term relationships with clients.	K3
2	Skills :	
2.1	Apply and present sales dialogue plan, handle objections and motivate buyers to make the purchase decision.	S1
2.2	Evaluate different sales strategies that are necessary for salesman.	S2
2.3	Communicate effectively different techniques used in sales and how to be innovative and creative in it.	S3
3	Values:	
3.1	Exhibit commitment to committing to personal, professional, and academic ethics in responding to selling techniques.	V1
3.2	Practice cognitive curiosity that are driven by continuous development; and make logical decisions supported by marketing practice and theories.	V2
3.3	Demonstrate a team spirit in implementing and coordinating selling activities	V3

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	3
6	Sales force in the marketing mix & its implementation	3
7	Planning Sales Dialogues and Presentation	3
8	Sales dialogue: creating and communicating value	3
9	Addressing concerns and earning commitment	3
10	Expanding Customer Relationships	3
11	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 and Understanding		
1.1	Possess knowledge and understanding of selling concepts and practices required by sales management functions.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	Written test <ul style="list-style-type: none"> • True/False • MCQs
1.2	Demonstrate the concepts of sales force in the marketing mix & its implementation.	<ul style="list-style-type: none"> • Interactive learning 	Essay questions
1.3	Exhibit specialized knowledge about the latest applications for building trust and maintaining long-term relationships with clients.		
2.0	Skills		
2.1	Apply and present sales dialogue plan, handle objections and motivate buyers to make the purchase decision.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Evaluate different sales strategies that are necessary for salesman.	<ul style="list-style-type: none"> • Interactive learning 	
2.3	Communicate effectively different techniques used in sales and how to be innovative and creative in it.		
3.0	Values		
3.1	Exhibit commitment to committing to personal, professional, and academic ethics in responding to selling techniques	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Projects, presentations, and discussions.
3.2	Practice cognitive curiosity that are driven by continuous development; and make logical decisions supported by marketing practice and theories.		
3.3	Demonstrate a team spirit in implementing and coordinating selling activities		

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	<i>SELL</i> , 2020. Thomas N. Ingram/Raymond W. (Buddy) LaForge/Ramon A. Avila/Charles H. Schwepker/Michael, 6th Edition, Cengage
Essential References Materials	Sales Force Management 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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	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	27/9/2022



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