**Antalya Bilim University**

**Department of Business Administration, BUSI 339**

**Sales Management**

**Fall 2019**

Class time & Place:

Monday 12:30 pm - 3:30 pm

Office hours: All students are welcome

Burcu Kantarcıoğlu, MBA

Lecturer

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(5324238579; no more calls after 8 pm please)

(A2-32)

The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student’s understanding of marketing's reach and potential impact in achieving its overarching goals. Students learn to apply the chapter topics through an interactive project worked on throughout the course. In this course, we will cover topics including technological applications of selling and sales management, ethics of selling and sales management, a comprehensive coverage of key account management. The course is primarily an interactive discussion including debates, cases, and multiple opportunities to apply the theories that are discussed.

**Course Book:**

Selling and Sales Management 10th edn, 10/E

David Jobber, *Professor of Marketing, University of Bradford* Geoffrey Lancaster, *Chairman of Durham Associated Ltd, Professor University of North London and Chief Examiner, Institute of Sales and Marketing Management*productFormatCode=P01  
productCategory=2  
statusCode=5  
isBuyable=true  
subType=  
path/ProductBean/courseSmarttrue ISBN-10: 1292078006 • ISBN-13: 978129207800797812920780079781292078038

Students are responsible to get a hard copy of the course book.

**Recommended Readings:**

Additional reading material will be provided by the lecturer.

**Developing Graduate Attributes**

Students will be encouraged to develop the following graduate attributes by undertaking the course activities and mastering the course contents. These attributes will be assessed within the assessment tasks:

* skills involved in scholarly enquiry;
* an in-depth engagement with the relevant disciplinary knowledge;
* the capacity for analytical and critical thinking;
* the ability to engage in independent and reflective learning.

**Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. Plagiarism is a type of intellectual theft. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement. Although plagiarism is well established in Turkish educational system, you will be punished heavily if you are caught do it.

**Assessment Criteria:**

1. **Assignments and attendance (20%):** Assignments and attendance make up 20 % of your overall course grade. Students are expected to read the assigned chapters and other readings before the class. They are expected to participate class discussions and present their views and answer questions. Students are required to exhibit proper discipline, behavior, and responsibility.

**Assignment 1 (20%): Case Analysis**

* This is a GROUP study.
* 1 page written report required and questions along with the case needs to be answered.
* In class power point presentation required.
* Case and regarding questions will be submitted to the students via e-mail.
* All students must present. At the day of presentation; if any of the group members are not present, he/she will get 0 points. Case presentation dates are subject to change.

1. **Midterm (40%):** Students are responsible for all class material covered until the midterm exam. Exam will be **MULTIPLE CHOICE**.
2. **Final exam (40%)**: Students are responsible for all class material covered after the midterm exam. Exam will be **MULTIPLE CHOICE**.

**Course Schedule**

**WEEK 1 (starting SEP 16 2019)** Introduction to the Course, Definition and Principles of Branding, Marketing and Sales

**WEEK 2** Development and role of selling in marketing

David Jobber, Chapter 1 pp. 3-47 and GROUP 1 CASE 1 PRESENTATION

**WEEK 3** Sales strategies

David Jobber Chapter 2, pp. 47-77 and GROUP 2 CASE 2 PRESENTATION

**WEEK 4** Consumer and organisational buyer behaviour

David Jobber Chapter 3, pp. 77-109 and GROUP 3 CASE 3 PRESENTATION

**WEEK 5** International selling

David Jobber Chapter 5 , pp. 109-152 and GROUP 4 CASE 4 PRESENTATION

**WEEK 6** Sales responsibilities and preparation & Personal selling skills

David Jobber Chapter 7 and 8, pp. 219-269 and GROUP 5 CASE 5 PRESENTATION

**WEEK 7** Key account management & Relationship selling

David Jobber Chapter 9 and 10, pp. 269-316

**WEEK 8 Midterm Exam**

**WEEK 9** Direct Marketing

David Jobber Chapter 11, pp. 316-338 and GROUP 6 CASE 6 PRESENTATION

**WEEK 10** Internet and IT applications in selling and sales management

David Jobber Chapter 12, pp. 338-371 and GROUP 7 CASE 7 PRESENTATION

**WEEK 11** Recruitment and selection & Motivation and training

David Jobber Chapter 13 and 14, pp. 373-419

**WEEK 12** Sales forecasting and budgeting

David Jobber Chapter 16, pp. 439-472

**WEEK 13** Salesforce evaluation

David Jobber Chapter 17, pp. 487-501 and GROUP 8 CASE 8 PRESENTATION

**WEEK 14 Closing Observations and Guest Speaker**

**Grading Policy:**

Assignment #1 20% (Group Project)

Midterm exam 40%

Final exam 40%

**Letter Grading:** Passing grade is 50 out of 100. Letter grades are TBA.

**\*\*\* This syllabus is subject to change based on Professor’s inquiry.**