**Sales Strategies**

**Academic Syllabus**

**Effective: 2022-2023**

**Course Number: 210360-10-5783**

**Course Name: Sales Strategies**

**Course components: Lecture: 2.5 weekly hours**

**Credits: 3**

**Contact Information:**

**Instructor: Micheal Humphries**

**Office Location: Machon Lev**

**Email:** [**Humphries@bezeqint.net**](mailto:Humphries@bezeqint.net)

**Text: Selling and Sales Management by Jobber and Lancaster**

**THIS SYLLABUS IS SUBJECT TO CHANGE.** *This is our roadmap and weekly organizer for the course; however, due to unexpected or unplanned events the syllabus may be revised upon the discretion of the professor. Should this become necessary, it is the student’s* ***responsibility*** *to know of such changes.*

**COURSE DESCRIPTION**

“The sales management course is an analysis of professional selling practices with emphasis on the selling process and sales management, including the development of territories, determining potentials and forecasts, and setting quotas.”

**COURSE GOALS**

**Knowledge Goals:**

* To have students learn and understand the basic and essential principles and concepts of personal selling and sales strategies in the global marketplace.
* To increase the student’s awareness and knowledge of the role that sales plays within the company’s dynamic micro/macro environments.
* To provide a foundation for further in-depth study of sales as a career.
* To enlighten the student’s perspective of how technology is changing the way sales is conducted cross-culturally and around the globe.

**Skill Goals:**

* To define managerial and ethical problems faced by sales managers.
* To apply integrated marketing concepts to real-life sales situations.
* To develop effective decision-making skills as sales managers.

**Personal Goals**:

* To help students discriminate between ethical and unethical sales practices both within and outside the U.S.
* To enhance interpersonal and cross-cultural interactive skills.
* To enhance team cooperation skills through class participation and group work.
* To further reinforce the global nature of today’s sales environment.

**CLASS ORGANIZATION**

* Classes consist of lectures and discussions. Probing questions, comments, and daily class contributions are encouraged. This is an interactive course. Lectures are designed to reinforce and supplement the text.
* Reading assignments for each class are assigned in the Syllabus. To be successful, you MUST be prepared for class.
* Regular Homework assignments.
* Participation is expected during the semester and there will be a participation grade. Inappropriate talking or disturbance during class will lower your participation grade.

**CLASS POLICIES:**

**Attendance is required**. Remember that the syllabus is subject to change and that the Professor reserves the right to announce necessary changes as required. Students are responsible for knowledge of such changes. Class participation is a requirement for this course. Erratic and poor attendance will seriously reduce your attendance grade. Leaving early without prior permission is inconsiderate and is counted as an absence for the class session. During the semester you may miss **two (2)** classes without any reduction in your attendance grade. However, these classes that you choose to miss cannot be on exam days. For example, no excused absences will be allowed during the final week of class. **Also remember that coming to class late is disruptive and shows poor time management on your part.**

PLEASE UNDERSTAND THAT ALL WORK IN THIS COURSE IS PLEDGED UNDER ***College’s ACADEMIC HONOR CODE. Cheating is not tolerated***!

**Students with documented learning disabilities** are provided reasonable accommodation as long as an official letter from Disabilities Services is provided to me prior to exams or assignment due dates.

**Exams**: ***PLEASE* BE PRESENT ON THE DAY OF THE EXAM. No** excuses are accepted after an exam is given. All material covered in class, including cases, readings, lecture, etc. is “fair game” for inclusion on exams. Material presented in class lectures is the **minimum** information you need to know to perform well on tests and exams!

**Grading Plan – Assignment Value:**

Homework’s: 60%

Final Exam 40%

**Outline of Topics and Weekly Assignments** The following is an outline of the course discussion topics and reading assignments. Each topic will have a homework assignment.

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| --- | --- | --- | --- |
| **Session** | **Dates** | **Topic** | **Chapter** |
|  |  | **Part 1: Sales Perspective** |  |
| **1** |  | **Introductions/Group Selection/Course Syllabus** |  |
| **2** |  | **Development and role of selling in marketing** | **1** |
| **3** |  | **Sales Strategies** | **2** |
|  |  | **HW 1** |  |
|  |  | **Part II: Sales Environment** |  |
| **4** |  | **Consumer and Organizational Buyer** | **3** |
| **5** |  | **Sales Settings** | **4** |
|  |  | **HW 2** |  |
| **6** |  | **International Selling** | **5** |
| **7** |  | **Law and Ethical Issues** | **6** |
|  |  | **HW 3** |  |
|  |  | **Part III: Sales Technique** |  |
| **8** |  | **Sales Responsibilities and Preparation** | **7** |
| **9** |  | **Personal Selling Skills** | **8** |
| **10** |  | **Key Account Management** | **9** |
| **11** |  | **Relationship Selling** | **10** |
| **12** |  | **Direct Marketing** | **11** |
| **13** |  | **Internet and IT Applications in Selling** | **12** |
|  |  | **HW 4** |  |
| **14** |  | **Review for Final** |  |
|  |  |  |  |
| **15** |  | **Final Exam** |  |
|  |  |  |  |