**King Saud University**

**College of Business Administration**

**Department of Marketing**

# MKT 303 Salesmanship and Sales Management

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**COURSE DESCRIPTION:**

This course focuses on two areas :personal selling and sales management. In regard to personal selling , the course discusses the selling process and its stages as well as selling selling methods and techniques. As to sales management, the course covers the function of sales management, sales organization, planning selling activities, determining selling areas, controlling selling activities, and establishing, organizing, managing, compensating, motivating, supervising, and evaluating the performance of the sales force.

**COURSE OBJECTIVES:** the main learning outcomes for students enrolled in this course:

-Defining sales management, its importance, and its role in the business firm.

-Defining sales management concepts.

-Identifying the functions of sales management and how to establish, manage, and control a sales force.

-Sales planning and defining sales areas.

-Knowing the stages of the selling process.

-Knowing sales strategies and skills.

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**Required Textbook:**

**Selling & Sales Management**, 9th Edition

[**David Jobber**](http://www.pearsoned.co.uk/bookshop/Results.asp?iCurPage=1&Type=1&Author=David+Jobber&Download=1&SearchTerm=David+Jobber)**,** [**Geoffrey Lancaster**](http://www.pearsoned.co.uk/bookshop/Results.asp?iCurPage=1&Type=1&Author=+Geoffrey+Lancaster&Download=1&SearchTerm=+Geoffrey+Lancaster)

Apr 2012, Paperback, 592 pages

**GRADING SYSTEM:**

-First test 20%

Second test 20%--

Quiz1 5%-

Quiz2 5% Attendance&homework 5%-

-Project (Introduction, key success factors, presentation) 5% Fainal exam 40%-

Total 100%-

**Topics to be coverd**

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| Week | Topic | Chapter |
| 1 | **introduction** |  |
| 2-3 | **Read Selected from Chapters 1**  **Development and role of selling in marketing** | 1 |
| 4,5 | **Read Selected from Chapter2**  **Sales strategies** | 2 |
| 6,7 | **Read Selected from Chapter 4**  **Sales settings** | 4 |
| 8-9 | **Read Selected from Chapter 7**  **Sales responsibilities and preparation** | 7 |
| 10-11-12 | **Read Selected from Chapter 8**  **Personal selling skills** | 8 |
| Week | Topic | Chapter |
| 13,14,15 | **Read selected from chapter 9**  **Key account management** | 9 |

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