



EFFECTIVE: MAY 2009
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **May 2009**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision New Course

If Revision, Section(s) Revised: **H**

Date of Previous Revision: **August 2008**

Date of Current Revision: **November 2008**

C: **MARK 4410** D: **Sales Management** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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<p>F: Calendar Description:</p> <p>This is a comprehensive course in sales management principles and methods featuring allocation of priorities to the company's sales objectives and responsibilities; formulation of sales policy; tasks of planning, organizing, staffing and controlling the work of the field sales force. Understanding the human dynamic in managing salespeople and discussing some of the opportunities and challenges that sales managers face in their day-to-day work. Discussing the role of sales management in the broader corporate environment and the career opportunities that are available working in the sales and sales management functions. The course also reinforces the need for sales managers to display strong ethical behaviour with customers and employees alike.</p>	
<p>G: Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>15 Weeks X 4 Hours per Week = 60 Hours</p>	<p>H: Course Prerequisites:</p> <p>MARK 1120 and MARK 2150 and (CMNS 1115 or any English UT course)</p> <hr/> <p>I: Course Corequisites:</p> <p>Nil</p>

Q: Means of Assessment

Quizzes	20%
Cases	20%
Midterm Examination	25%
Project	25%
Participation	<u>10%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes

Course Designer(s): **David Moulton**

Education Council / Curriculum Committee Representative

Dean / Director: **Robert F. Buller**

Registrar: **Trish Angus**

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