

Subject Description Form

Subject Code	MM4781
Subject Title	Sales Management
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	This subject is designed for students who desire a better grounding in the current theories and practices for developing and managing sales force as well as long-term relationship with customers. This subject aims to identify and understand the key processes and elements of relationship selling and sales management. These issues will be examined from within the relationship-selling process approach and a managerial point of view.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Communicate in English, written and verbal, at a level of effectiveness sufficient for a business presentation or general conversation (BBA Outcome 1); b. Identify the roles of sales managers and salespeople in different sales organizations and selling processes, and assess the impact of the external and internal environment on relationship selling and sales management (BBA Outcome 2); c. Identify the global and local ethical concerns facing sales managers and salespeople as they relate to company policies and internal sales issues (BBA Outcomes 2 & 4); d. Recognize the value chain and identify the means by which value is created in goods and services and delivered to customers (BBA Outcome 8); e. Evaluate the processes and structures through which sales organizations plan, decide, motivate, and control their selling activities (BBA Outcome 9). <p>Studying this subject will also keep students' logical and creative thinking, and abilities in appreciating the relationship selling and sales management practices of sales organizations.</p>
Subject Synopsis/ Indicative Syllabus	<p>Nature and Scope of Sales Management Sales management in the total marketing programme/ Relationships among sales management and other marketing and managerial functions/ Roles and responsibilities of the sales manager in managing the salespeople</p> <p>Elements of the Relationship Selling Prospecting and sales call planning/ Communicating the sales message, Negotiating for win-win solutions, Closing the sales and follow-up/ Self-management</p> <p>Sales Management for International Operations Roles and responsibilities of sales manager and salespeople in overseas markets and international business context/ Sales planning and control in foreign markets/ Types of international sales organizations</p>

Teaching/Learning Methodology	Lectures will be used to address the key issues and concepts of a topic. Related journal papers, business articles and questions on local and global cases will be assigned to students in advance and will be used as supplement for discussion during lectures and seminars. In addition, role play exercises will be used for students to develop their skills in managing different situations in selling and building relationship with customers and salespeople.																																																																			
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="424 344 1422 853"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="5">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>50%</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. In-class participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Individual essay</td> <td>15%</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>3. Group Assignment</td> <td>10%</td> <td>✓</td> <td></td> <td></td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Group Project</td> <td>15%</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Examination</td> <td>50%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p data-bbox="424 869 1485 936"><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p data-bbox="424 952 1485 1019">To pass this subject, students are required to obtain Grade D or above in <u>BOTH</u> the Continuous Assessment and Examination components.</p> <p data-bbox="424 1034 1485 1135">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul data-bbox="472 1151 1422 1503" style="list-style-type: none"> ▪ Understand and analyse the issues and concepts of sales management and relationship selling; ▪ Read relevant chapters of the recommended textbook and other relevant learning material including research journal articles, cases & reports, etc. ▪ Appreciate alternative approaches, perspectives and theories to deal with various issues on sales management and relationship selling; ▪ Undertake critical reflective thinking and practice about innovative ways of thinking and new ways of building, maintaining, and securing customer relationship. <p data-bbox="424 1518 1485 1585">Feedback will be given to students after they have presented their view and all students are invited to join this discussion.</p>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					a	b	c	d	e	Continuous Assessment	50%						1. In-class participation	10%	✓	✓	✓	✓	✓	2. Individual essay	15%	✓		✓	✓		3. Group Assignment	10%	✓			✓	✓	4. Group Project	15%	✓		✓	✓	✓	Examination	50%	✓	✓	✓	✓	✓	Total	100 %					
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Student Study Effort Expected	Class contact:																																																																			
	▪ Lectures					26 Hrs.																																																														
	▪ Seminars					13 Hrs.																																																														
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	▪ Preparation for discussion					42 Hrs.																																																														
	▪ Preparation for project/assignment/tests					42 Hrs.																																																														
	Total student study effort						123Hrs.																																																													

<p>Reading List and References</p>	<p><i>Textbook</i></p> <p>Johnston, M.W. & Marshall, G.W. (2012), <i>Relationship Selling</i>, McGraw-Hill Education, 3rd Edition.</p> <p><i>Key Reference</i></p> <p>Futrell, C.M., <i>ABC's of Relationship Selling</i>, 12nd edition, McGraw-Hill, 2013.</p> <p>Journal of Retailing</p> <p>Journal of Marketing</p> <p>European Journal of Marketing</p> <p>Journal of Service Research</p> <p>Harvard Business Review</p> <p>Sloan Management Review</p>
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