

Subject Code	MM584
Subject Title	Sales Management
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576)
Role and Purposes	<p>This subject is designed for students who desire a better grounding in the current theories and practices for developing and managing a sales force. The subject aims to study the topics of sales management from three perspectives:</p> <ul style="list-style-type: none"> • The <i>first</i> perspective is to study the subject area from a managerial point of view. • The <i>second</i> one is to study the subject from a selling process approach. • Finally, the third perspective is to examine the relationship selling in international context. The subject will also develop students' creative thinking and CRM skills. <hr/> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising).</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> identify the nature of <i>managerial work</i> in a variety of forms of organization, and assess the impact of the external environment on managers' jobs; understand the essence of <i>selling and CRM behavior</i> and be able to assess the implications for the management of organizations and businesses. Understand essential elements of the <i>selling process</i>. Be able to evaluate the arguments surrounding social responsibility and ethical behaviour in business, and an enhanced awareness of the importance of such issues; apply concepts of sales management to <i>issues</i> related to international operations, for example, selling to the PRC market and global key account management. Have further developed their critical and creative thinking, and oral and written communication skills.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> • Sales Management • Relationship Selling
Teaching/Learning Methodology	<p>Lectures will mainly be used to elaborate the key concepts and industrial practices. Students are encouraged to actively participate in class by asking questions and voicing their own opinion.</p> <p>Seminars will be student-centered. The seminar leader serves only as a moderator/facilitator for discussion and an arbitrator for arguments. The time will mainly be allocated for students' presentation of their projects or case studies. The focus will be on how good the students are able to apply theories in real situations.</p>

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
		a.	b.	c.	
Continuous Assessment*	50%				
1. Role play, participation & English standard	15%		✓	✓	
2. Group case report	10%	✓		✓	
3. Individual assignment	15%	✓	✓	✓	
4. Group project assignment	10%	✓	✓	✓	
Examination	50%	✓	✓	✓	
Total	100 %				

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in **both** the Continuous Assessment and Examination components.

Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcome:

MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising) is assessed by final subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

The different assessment methods are designed to evaluate students' performance in terms of the achievement of learning outcomes.

Individual Assignment: Each student is assigned to collect relevant primary and secondary information in order to provide preliminary insight to a sales management problem.

Group Assignment: The class will be divided into groups of 5 students each. Each group will analyze and present a case & project findings. Feedback is given to students immediately following the presentations and all students are invited to join this discussion.

Student Study Effort Expected	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	39 Hrs.
	▪ Preparation for assignment / group project and presentation / examination	78 Hrs.
	Total student study effort	156 Hrs.
Reading List and References	<p><u>Textbook</u> Johnston M & Marshall G, <i>Relationship Selling</i>, 3rd edition, McGraw Hill, 2010.</p> <p><u>Key Reference</u> Futrell, C., <i>ABC's of Relationship Selling</i>, 6th edition, McGraw-Hill, 2003.</p> <p>Wong, Y.H. and Leung, T.K.P. (2001), <i>Guanxi Relationship Marketing in a Chinese Context</i>, International Business Press, The Haworth Press, New York, London.</p> <p><u>Other References</u> Johnston M & Marshall, <i>Sales Force Management</i>, 7th edition, McGraw Hill, 2003.</p> <p>Ingram T. N., LaForge R. W. & Schwepker C. H. <i>Sales Management: Analysis and Decision Making</i>, 5th edition, Dryden, 2004.</p>	