

University of Arkansas – Fort Smith
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General Syllabus

MKTG 3173 Sales Management

Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Prerequisite: Admission to the College of Business or consent of instructor

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Analysis of sales management and decisions made by the sales force manager. Structure and organization of the sales force; nature of the sales job; selection of sales personnel; sales training program; problems in compensation, supervision, and stimulation of sales personnel; analysis of territories and customers; sales forecasting and quotas; ethical problems in sales management; evaluating sales performance.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Explain the strategic role of professional selling in different businesses
2. Develop sales forecasts using quantitative and qualitative methods
3. Design sales territories and allocate sales resources
4. Explain the processes by which to hire, train motivate and evaluate salespeople
5. Recognize ethical situations and propose an appropriate solution based upon professional sales standards

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - In the context of sales management, students will use critical thinking skills to identify problems/issues and develop solutions/analysis.

Communication Skills (written and oral)

Students will be able to compose coherent documents appropriate to the intended audience such as sales forecasts.

Ethical Decision Making

Students will be able to recognize and analyze ethical dilemmas and apply ethical concepts and rules to determine viable alternatives in business situations.

III. Major Course Topics

- A. Sales Force Structure and Organization
- B. Recruiting and Selection Processes
- C. Sales Training Program Goals and Structure
- D. Sales Compensation Models
- E. Sales Forecasting Techniques
- F. Evaluation of Salesperson's Performance
- G. Ethical Behavior in Selling Situations