

Faculty of Commerce & Business Administration

Sales Management

Information :

Course Code : MKT 402

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Area Of Study :

Description :

With the emerging nature of global and fierce competition, sales management is fundamental to any business world. The course is designed to equip the students with a theoretical and practical understanding of effective sales management. It will provide the students with the basic functions of sales management and students will develop competencies in selling approaches, selling presentations, professional selling and sales management techniques. Course topics include: creating value in the buyer-seller relationship, understanding the relationship between marketing and sales, prospecting, sales call planning, communicating the message, negotiating, closing the sale. Students will be able to make better sales management decisions including hiring, motivating, compensating, training and evaluating sales people. The course is intended to stimulate real sales world management topics through a combination of interactive discussions, cases, practical examples, individual assignments, and a group project.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical

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Course Notes :

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Recommended books :

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Periodicals :

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Web Sites :

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