



ORIGINAL COURSE IMPLEMENTATION DATE: September 1995
 REVISED COURSE IMPLEMENTATION DATE: January 2019
 COURSE TO BE REVIEWED: (six years after UEC approval) February 2024
 Course outline form version: 09/15/14

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 422		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Sales Management																			
Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: For many businesses the sales force is the chief generator of revenue as well as one of the biggest costs. Effective management practices are needed. In this course students will learn how to develop and implement a strategic sales program and to review and evaluate sales performance.																			
Prerequisites (or NONE):		60 university-level credits including BUS 221.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: BUS 222, BUS 461 Cross-listed with: Equivalent course(s): BUS 222, BUS 461 <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td>36</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>9</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>45</td> </tr> </table>		Lecture hours	36	Seminars/tutorials/workshops	9	Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	45	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Online learning activities																			
Other contact hours:																			
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: October 31, 2017																	
Faculty Council approval		Date approved: December 8, 2017																	
Campus-Wide Consultation (CWC)		Date of posting: February 16, 2018																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: December 8, 2017																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 23, 2018																	

Learning Outcomes

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

- LO 1. Propose solutions to business challenges and opportunities faced by sales managers,
- LO 2. Utilize quantitative methods for determining sales force size, forecasting sales revenues, and evaluating sales performance,
- LO 3. Describe the ethical and legal responsibilities of sales managers,
- LO 4. Explain the importance of a strategic sales program to an organization's success,
- LO 5. Conduct primary research related to a sales management topic,
- LO 6. Demonstrate competence in case analysis, written communications, oral presentations, and working as a member of a team.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, projects, problem-solving discussions, and case analysis.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. MacKenzie, H.F.	Sales Management in Canada	<input checked="" type="checkbox"/>	Pearson	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

n/a

Typical Evaluation Methods and Weighting

Final exam:	25%	Assignments:	40%	Midterm exam:	-	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Class participation:	15%	Research paper:	20%	Other:	-	Total:	100%

Details (if necessary):**Typical Course Content and Topics**

Module One: Sales management and strategy

- Introduction to sales management
- Planning strategy for marketing and sales
- Assignment (LO 2)
- Class participation (LO 1, 6)

Module Two: Developing the strategic sales program

- Organizing the selling function
- Estimating potential, and forecasting sales
- Developing and growing account relationships
- Enhancing customer interactions
- Assignments (LO 1, 2, 5, 6)
- Class participation (LO 1, 6)

Module Three: Implementing the strategic sales program

- Recruiting and selecting sales people
- Training sales people
- Compensating sales people
- Motivating and leading sales people
- Ethical and legal responsibilities
- Assignments (LO 1, 2, 6)
- Class participation (LO 1, 6)

Module Four: Evaluating the strategic sales program

- Reviewing and evaluating sales performance
- Class participation (LO 1, 6)
- Research paper (LO 5, 6)

Final exam (LO 1–4)