

**RARITAN VALLEY COMMUNITY COLLEGE  
ACADEMIC COURSE OUTLINE**

**MRKT-221 SELLING & SALES MANAGEMENT**

**I. Basic Course Information**

- A. Course Number and Title: MRKT-221 Selling & Sales Management
- B. New or Modified Course: Modified
- C. Date of Proposal: Semester: Spring Year: 2017
- D. Effective Term: Fall 2017
- E. Sponsoring Department: Business and Public Service
- F. Semester Credit Hours: 3
- G. Weekly Contact Hours: 3                      Lecture: 3  
   Laboratory: 0  
   Out of class student work per week: 6
- H. Prerequisites: MRKT 101-Principles of Marketing or permission of instructor.
- I. Laboratory Fees: none
- J. Name and Telephone Number or E-Mail Address of Department Chair: Anne Marie Anderson, [annemarie.anderson@raritanval.edu](mailto:annemarie.anderson@raritanval.edu)

**II. Catalog Description**

*Prerequisites: MRKT 101 - Principles of Marketing or permission of instructor.* This course examines the fundamental elements of the sales function. It integrates the development of skills associated with the job of professional selling with an examination of the role of the sales manager. Topics include: techniques of selling and persuasion, building and maintaining relationships with clients, customer relationship management (CRM), ethical and legal issues, sales forecasting, territory management, use of technology to improve salesforce effectiveness, and issues concerning recruiting, selecting, training, motivating, compensating, and retaining salespeople.

**III. Statement of Course Need**

- A. Today's competitive business environment demands a broad knowledge of the interrelated activities of sales management. Integrating personal selling, sales management techniques, and ethics into a comprehensive program of sales management is critical to sustain and grow any business. Technological

advancements, cultural changes, and ethical considerations make the study of sales management an imperative for a successful business/marketing student.

- B. This course has no lab component.
- C. This course generally transfers as a marketing elective.

#### **IV. Place of Course in College Curriculum**

- A. Free Elective
- B. This course serves as a Marketing Elective or Business Elective in the Business Administration A.S. and Business Management A.A.S. programs.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); for all other colleges and universities, go to the individual websites.

#### **V. Outline of Course Content**

- A. Introduction to Relationship Selling
- B. Understanding Sellers and Buyers
- C. Value Creation in Buyer-Seller Relationships
- D. Ethical and Legal Issues in Relationship Selling
- E. Prospecting and Sales Call Planning
- F. Communicating the Sales Message
- G. Negotiating for Win-Win Solutions
- H. Closing the Sale and Follow-up
- I. Self-Management: Time and Territory
- J. Salesperson Performance: Behavior, Role Perception, and Motivation
- K. Recruiting and Selecting Salespeople
- L. Training Salespeople for Sales Success
- M. Salesperson Compensation and Incentives
- N. Evaluating Salesperson Performance

#### **VI. General Education and Course Learning Outcomes**

##### **A. General Education Learning Outcomes**

At the completion of the course, students will be able to:

1. evaluate the performance of a salesperson, based on individual, cultural and social perspectives (GE - 5)
2. communicate effectively through written oral communication.  
(GE -1)
5. Apply informed judgments to ethical issues presented in sales management situations. (GE - ER)

##### **B. Course Learning Outcomes**

At the completion of the course, students will be able to:

1. describe the selling process.

2. design a sales presentation that is tailored to a potential buyer's needs
3. identify and explain the processes involved in recruiting, selecting, training, motivating, compensating, and retaining salespeople.
4. analyze the role of the sales manager in the development of a successful sales force.
5. explain the relationship between ethics, social responsibility and the sales management function.

### **C. Assessment Instruments**

1. written examinations
2. written assignments (required)
3. case studies
4. sales presentations
5. oral presentations

### **VII. Grade Determinants**

- A. tests
- B. written assignments (required)
- C. discussion/class participation
- D. oral presentations
- E. role playing

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

- A. lecture/discussion
- B. small-group work
- C. student oral presentations
- D. role playing

### **VIII. Texts and Materials**

- A. Textbook: Author(s): Johnston & Marshall  
Title: Relationship Selling  
Publisher: McGraw-Hill  
Edition: latest

### **IX. Resources**

- A. CATT classroom