A. Course Description

Credits: 4

Prerequisites: MKTG 300 Marketing Principles

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course examines the principles and practices of successful sales management, applied within the context of a company's overall marketing strategy and focuses on the sales manager's leadership and administrative roles in planning and executing a business' sales programs. Topics include sales force organization, territory decisions, quota development, ethical and social responsibilities, recruiting, selecting, sales training, motivating, compensating, supervising, evaluating, and controlling a sales force.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Analyze the role of sales and marketing in contemporary business and industry.
2. Differentiate legal, social, and ethical issues encountered in the conduct of sales and marketing activities.
3. To acquire the basic knowledge and skill necessary to function in a management position in a sales organization.
4. To develop an appreciation for the role and authority of sales managers in modern business organizations.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisite: Goal I: Communication - Part I Writing, plus 30 credits must be satisfied.