



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-360	Selling and Sales Management	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Fall / Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Ria Nicoletti Morphitou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Understand the concept and principles of Sales and Sales Mgt.
- Develop the necessary skills for planning a Sales Presentation
- Develop the necessary skills for Managing the Sales Force
- Understand Customer Relationship Mgt. and it's important in making strategic decisions
- Understand the practicalities associated with the Selling and Sales Management theory implementation

Learning Outcomes:

After completion of the course students are expected to be able to:

1. understand the contribution of sales to the overall promotional mix
2. develop personal sales skills
3. prepare a sales presentation
4. understand the implications of sales in the international market
5. understand the contribution and importance of the sales unit within the Marketing department
6. organize an effective sales department
7. recruit, motivate, and train the sales force
8. compensate and evaluate a sales force

Course Content:

- The sales perspective
1. Sales strategies and techniques
 2. The personal selling process
 3. Preparation: prospecting and approaching
 4. Presentation and handling objections
 5. Closing, confirming and after-sale follow-up
 6. Relationship selling
 7. Retail store selling
 8. Recruitment and selection of salespersons
 9. Orientation and training
 10. Organization, motivation and compensation
 11. Assessing sales performance
 12. Automated selling, telemarketing and Internet marketing
 13. Sales forecasting and budgeting

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises and Assignments.

Assessment Methods:

Presentations, Midterm exam, Final exam.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Selling & Sales Management, 10th ed.	Jobber, David and Lancaster, Geoffrey	Prentice-Hall	2015	1292095377

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Fundamentals of Selling, 11 th ed.	Charles Futrell	McGraw Hill	2009	0073381128

90 Days to Success As a Small Business Owner	Thomsen, Barry	Cengage Learning	2012	9781435459267. 97814
10 Steps to Successful Sales	Lambert, Brian	Alexandria, Va : ASTD Press	2010	9781562865900. 97816