Course Syllabus

1	Course title	Sales Management
2	Course number	1604429
3	Credit hours	3	
	Contact hours (theory, practical)	Theory
4	Prerequisites/corequisites	1604201
5	Program title	Bachelor Degree in Marketing
6	Program code	
7	Awarding institution	The University of Jordan
8	School	Business School
9	Department	Marketing
10	Course level	3
11	Year of study and semester (s)	2022-23, Term 1
12	Other department (s) involved in teaching the course	Not applicable
13	Main teaching language	English
14	Delivery method	Face to Face
15	Online platforms(s)	×☐**Moodle** ×☐Microsoft Teams ☐Skype ☐Zoom ☐Others…………
16	Issuing/Revision Date	

17 Course Coordinator:

Name: Dr Samer Hamadneh
Contact hours: Sunday- Thursday 8:00-17:0000

Office number: Building 2, 1st
floor, Business school   Phone
number:

Email:s.hamadneh@ju.edu.jo

18 Other instructors:

Name:
Office number:
Phone number:
Email:
Contact hours:
Name:
Office number:
Phone number:
Email:
Contact hours:

19 Course Description:

As stated in the approved study plan.

20 Course aims and outcomes:

A- Aims:

The aim of this course is to provide students with a comprehensive understanding of the main concepts and theories underlying the sales function activities.

B- Students Learning Outcomes (SLOs):

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

SLOs SLOs of the course	SLO (1) To define the sales management concept and describe the sales management process.	SLO (2) To provide a detailed examination of consumer and organizational buyer behavior.	SLO (3) To learn issues related to the management of the salesforce.	SLO (4) To understand the sales forecasting and budgeting
Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions	*			
Describe the theories and concepts in the field of digital Marketing	*	*		
Identify ethical issues in m arketing		*	*	

context and critically discuss ethical reasoning to Marketing and business circumstances.				
Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing		*	*	
Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments				*
Apply				*

the marketing research process to c ollect, process, and analyze a range of data in order to provide solutions to marketing problems , and prepare oral presentation to professional standards				
Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings			*	*
Work efficiently within teams - to accomplish marketing projects				*

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Introductio n		lectures Face -to-face	On-campus	Synchrono us		

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
	1.2	Introduction		lectures Face-to-face	On-campus	Synchronous		
	1.3	Introduction to sales management		Online lectures and activites	MT and Moodle	Synchronous		
2	2.1	Introduction to sales management		lectures Face-to-face	On-campus	Synchronous		
	2.2	Introduction to sales management		lectures Face-to-face	On-campus	Synchronous		
	2.3	**Chapter 2** The sales function and multi-sales channels		Online lectures and activates	MT and Moodle	Synchronous		
3	3.1	**Chapter 2** The sales function and multi-sales channels		lectures Face-to-face	On-campus	Synchronous		
	3.2	**Chapter 2** The sales function and multi-		lectures Face-to-face	On-campus	Synchronous		

		sales channels					
	3.3	**Chapter 5** Business to business sales and customer relationships management		Online lectures and activates	MT and Moodle	Synchronous	
4	4.1	**Chapter 5** Business to business sales and customer relationships management		lectures Face-to-face	On-campus	Synchronous	
	4.2	**Chapter 5** Business to business sales and customer relationships management		lectures Face-to-face	On-campus	Synchronous	
	4.3	**Chapter 5** Business to business sales and		Online lectures and activates	MT and Moodle	Synchronous	

		customer relationships management					
5	5.1	**Chapter 6** Leveraging information technology		lectures Face -to-face	On-campus	Synchrono us	
	5.2	**Chapter 6** Leveraging information technology		lectures Face -to-face	On-campus	Synchrono us	
	5.3	**Chapter 6** Leveraging information technology		Online lectures and activates	MT and Moodle	Synchrono us	
6	6.1	**Chapter 7** Designing and organising the salesforce		lectures Face -to-face	On-campus	Synchrono us	
	6.2	**Chapter 7** Designing and organising the salesforce		lectures Face -to-face	On-campus	Synchrono us	
	6.3	**Chapter 7** Designing and		Online lectures and activates	MT and Moodle	Synchrono us	

		organising the salesforce					
7	7.1	**Chapter 8** Recruiting and selecting the right salespeople		lectures Face -to-face	On-campus	Synchrono us	
	7.2	**Chapter 8** Recruiting and selecting the right salespeople		lectures Face -to-face	On-campus	Synchrono us	
	7.3	**Chapter 8** Recruiting and selecting the right salespeople		Online lectures and activates	MT and Moodle	Synchrono us	
8	8.1	**Chapter 9** Training and developing the salesforce		lectures Face -to-face	On-campus	Synchrono us	
	8.2	**Chapter 9** Training and developing the salesforce		lectures Face -to-face	On-campus	Synchrono us	

	8.3	**Chapter 9** Training and developing the salesforce		Online lectures and activates	MT and Moodle	Synchrono us		
9	9.1	**Chapter 10** Supervisin g, leading and managing salespeople individuall y and in teams		lectures Face -to-face	On- campus	Synchrono us		
	9.2	**Chapter 10** Supervisin g, leading and managing salespeople individuall y and in teams		lectures Face -to-face	On- campus	Synchrono us		
	9.3	**Chapter 10** Supervisin g, leading and managing salespeople individuall y and in teams		Online lectures and activates	MT and Moodle	Synchrono us		
10	10.1	**Chapter 10**		lectures Face -to-face	On- campus	Synchrono us		

		Supervising, leading and managing salespeople individually and in teams						
	10.2	**Chapter 10** Supervising, leading and managing salespeople individually and in teams		lectures Face-to-face	On-campus	Synchronous		
	10.3	**Chapter 11** Setting goals and managing the sales force's performance		Online lectures and activates	MT and Moodle	Synchronous		
11	11.1	**Chapter 11** Setting goals and managing the sales force's performance		lectures Face-to-face	On-campus	Synchronous		

					On-campus	Synchronous		
	11.2	**Chapter 11** Setting goals and managing the sales force's performance		lectures Face-to-face				
	11.3	**Chapter 11** Setting goals and managing the sales force's performance		Online lectures and activates	MT and Moodle	Synchronous		
12	12.1	**Chapter 12** Motivating and rewarding salespeople		lectures Face-to-face	On-campus	Synchronous		
	12.2	**Chapter 12** Motivating and rewarding salespeople		lectures Face-to-face	On-campus	Synchronous		
	12.3	**Chapter 12** Motivating and rewarding salespeople		Online lectures and activates	MT and Moodle	Synchronous		

					On-campus	Synchronous		
	13.1	**Chapter 12** Motivating and rewarding salespeople		lectures Face-to-face				
13	13.2	**Chapter 12** Motivating and rewarding salespeople		lectures Face-to-face	On-campus	Synchronous		
	13.3	**Chapter 14** Assessing the performance of sales force and the people who comprise it		Online lectures and activates	MT and Moodle	Synchronous		
14	14.1	**Chapter 14** Assessing the performance of sales force and the people who comprise it		lectures Face-to-face	On-campus	Synchronous		
	14.2	**Chapter 14**		lectures Face-to-face	On-campus	Synchronous		

		Assessing the performance of sales force and the people who comprise it					
	14.3	**Chapter 14** Assessing the performance of sales force and the people who comprise it		Online lectures and activates	MT and Moodle	Synchronous	
15	15.1	**Chapter 14** Assessing the performance of sales force and the people who comprise it		lectures Face -to-face	On-campus	Synchronous	
	15.2	Revision		lectures Face -to-face	On-campus	Synchronous	
	15.3	Revision		Online lectures and activates	MT and Moodle	Synchronous	

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30		1+2	TBC	
Group Project	15		3+4		
Participation	5		1+2		
Final Exam	50		1+2	TBC	

23 Course Requirements

(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform…etc):

24 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Any inappropriate behavior (during the lectures) will not be tolerated and students will face consequences based on the University disciplinary rules.

E- Grading policy:

F- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

Main textbook:

Tanner, J.F., Honeycutt, E.D. and Erffmeyer, R., 2009. Sales management: Shaping future sales leaders. Pearson Prentice Hall

B- Recommended books, materials, and media:

26 Additional information:

Name of Course Coordinator: --Dr Samer Hamadneh -------------------------------Signature: ----------------------- ---------------------
Date:8/10/2022

Head of Curriculum Committee/Department: --------------------------- Signature: -----------------------------------
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Head of Department: Signature:
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Head of Curriculum Committee/Faculty:	Signature:
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