The University of Jordan

الجامعة الاردنية

Form: Course Syllabus	Form Number	EXC-01-02-02A
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	Number and Date of Revision or Modification	2023/10/15
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	Number of Pages	06

1.	Course Title	Sales Management
2.	Course Number	1604429
3.	Credit Hours (Theory, Practical)	Theory, 3hrs
	Contact Hours (Theory, Practical)	
4.	Prerequisites/ Corequisites	1604201
5.	Program Title	Bachelor Degree in Marketing
6.	Program Code	
7.	School/ Center	School of Business
8.	Department	Marketing
9.	Course Level	3
10.	Year of Study and Semester (s)	S1, 2025-2026
11.	Program Degree	
12.	Other Department(s) Involved in Teaching the Course	NA
13.	Learning Language	English
14.	Learning Types	☐Face to face learning ☐Blended ☐Fully online
15.	Online Platforms(s)	☐Moodle ☐Microsoft Teams
16	Issuing Date	
17.	Revision Date	

18. Course Coordinator:

Name: Dr Samer Hamadneh	Contact hours: Sunday- Thursday 8:00-17:0000
Office number:	Phone number:
Email:s.hamadneh@ju.edu.jo	

19. Other Instructors:

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

20. Course Description:

> The sales management course introduces students to key sales activities and operations run by the sales department in any organization. The course lays out best practices to establish effective sales functions.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1. 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.	☐	☐	☒
2. Describe the theories and concepts in the field of digital Marketing.	☐	☐	☒
3. Identify ethical issues in marketing context and critically discuss ethical	☐	☒	☐

reasoning to Marketing and business circumstances.			
4. 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.	☐	☐	☒
5. 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.	☐	☒	☐
6. Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.	☒	☐	☐
7. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.	☐	☒	☐
8. Work effectively within teams to accomplish marketing projects	☒	☐	☐

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
Define the sales management concept and	*	*	*				*

describe the sales management process.							
Gain a solid understanding of the differences between selling to organizational buyers and end consumers, considering the unique characteristics of each group.	*	*	*	*	*		*
Become familiar with the essentials of leadership and management of the sales force.	*	*	*	*	*		*

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * ⟋ CLO's	1	2	3	Descriptors**		
				A	B	C
1	*					*
2	*					*
3	*		*		*	*

4	*	*		*	*
5	*				*
6	*				*
7	*	*		*	*
8	*	*		*	*

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	**Chapter 1** Introduction n to sales management	1	Face to Face				
	1.2	Introduction n to sales management		Face to Face				
	1.3	Introduction to sales management		Face to Face				
2	2.1	**Chapter 2**	2+3	Face to Face				

				Face to Face				
	2.2	The sales function and multi- sales channels		Face to Face				
	2.3			Face to Face				
3	3.1			Face to Face				
	3.2			Face to Face				
	3.3	**Chapter 5** Business to business sales and customer relationship s management	1+2	Face to Face				
4	4.1			Face to Face				
	4.2			Face to Face				
	4.3			Face to Face				
5	5.1	**Chapter 6** Leveraging information technology	1+2+3	Face to Face				
	5.2			Face to Face				
	5.3			Face to Face				
6	6.1		1+3	Face to Face				
	6.2	**Chapter 7** Designing and organizing the salesforce		Face to Face				
	6.3			Face to Face				
7	7.1		1+3	Face to Face				
	7.2	**Chapter 8** Recruiting and selecting the right salespeople		Face to Face				
	7.3			Face to Face				

8	8.1	**Chapter 9** Training and developing the salesforce	1+3	Face to Face			
	8.2			Face to Face			
	8.3			Face to Face			
9	9.1			Face to Face			
	9.2			Face to Face			
	9.3		1+3	Face to Face			
10	10.1			Face to Face			
	10.2	**Chapter 11** Setting goals and managing the sales force's performanc e		Face to Face			
	10.3			Face to Face			
11	11.1			Face to Face			
	11.2			Face to Face			
	11.3			Face to Face			
12	12.1			Face to Face			
	12.2			Face to Face			
	12.3	**Chapter 12** Motivating and rewarding salespeople		Face to Face			
13	13.1		1+3	Face to Face			

				Face to Face				
	13.2			Face to Face				
	13.3			Face to Face				
14	14.1	**Chapter 14** Assessing the performance e of sales force and the people who comprise it	1+3	Face to Face				
	14.2			Face to Face				
	14.3			Face to Face				
15	15.1			Face to Face				
	15.2			Face to Face				
	15.3			Face to Face				

25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.				
		1	**2**	**3**	**4**
First Exam	30				
Second Exam –If any	15				
Final Exam	50				
**Class work	5				
Projects/reports					
Research working papers					
Field visits					
Practical and clinical					
Performance					

Completion file					
Presentation/ exhibition					
Any other approved works					
Total 100%					

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	4	2	1	10	100	100	10%	1

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										1
										2
										3
										4
										5

26. Course Requirements:

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

27. 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:

E- Grading policy:

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

28. 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 HallB- Recommended books, materials, and media:

Other assigned readings and online materials that will be shared with you during the term (Please note that these materials are also included in the exams).

29. Additional information:

Name of the Instructor or the Course Coordinator: ……Dr Samer Hamadneh ……………………………………………	Signature: ………..…………… …	Date: ……18/10/2025..……… …
Name of the Head of Quality Assurance Committee/ Department …………………………………………….	Signature: …………..…………… …	Date: ……..………
Name of the Head of Department	Signature:	Date: ……..………

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Name of the Head of Quality Assurance   Signature: Date:
Committee/ School or Center

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Name of the Dean or the Director   Signature: Date:

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