



## Sales & Marketing Management Undergraduate Course Information Guide

Course Number: BADM 208 - 2 or 4 credits, 10 Weeks  
Delivery Format: Online Async

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### Course Description

Sales Management is one of the most important jobs in business today. It is the focal point for managing customer relations, and is critical for sustaining profitability and growth. It draws on a broad spectrum of skills and offers many desirable career paths for both entry level as well as experienced workers. Sales Management techniques are applicable in a wide variety of business settings, and the basic framework and details apply in all of them. The purpose of this course is to present a practical, contemporary framework for Sales Management. It starts with basic sales analysis techniques for determining company position in the market. From there it explores modern sales techniques for facilitating the customer's buying decision. It then covers the major Sales Management job functions, such as Territory Management and Sales Training. The course concludes with a discussion of leadership and psychological skills that make for Sales Management excellence. Students will learn Sales Management via course lectures, textbook reading, Internet searches and independent research on the company they work for.

### Learning Outcomes

After completing this course, you will be able to:

- Identify ideal customers
- Use demographics
- Understand and deploy key marketing principles such as the 4P's
- Navigate buyer value evaluation processes
- Deal with competition
- Understand buyer decision making
- Use questions to guide a sale process
- Apply inbound and outbound sales and marketing approaches
- Employ strategic and tactical marketing/sales planning
- Understand sales from the customer's perspective

## Learning Strategies and Resources

Some learning activities, assignments and deadlines will vary depending on the delivery format of the course and may differ slightly from what is presented in this document.

Learning is accomplished through a series of discussions and several homework assignments. The intent is for students to complete the required media reviews and then apply the reviewed concepts in a discussion. Much of the learning in this class happens in the weekly discussions so students are strongly encouraged to allocate the time needed to review the assigned materials and then prepare their initial discussion posts. A large part of the grade credit is earned in the discussions. As the discussions progress, students will develop a cache of knowledge that they will then apply to the homework assignments. The assignments are designed so that students will apply the concepts to a product, service or a specific situation: To apply the general concepts covered in the readings and media to specific situations.

In the Final Homework Assignment students will apply the cumulative knowledge gained in the class to topic of their choosing. They are requested to state a topic (approved by the instructor) and then explain how that topic does and/or does not relate to the topics covered in class and then apply the concept to a scenario of their choosing. The intent of this assignment is for students to demonstrate not only an understanding of their final topic but also of the concepts covered in the class. After all, the ultimate intent of everything we will cover in this class is to generate more sales revenue. That is the goal of sales and marketing management.

## Required Readings

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bncollege.com>, or through alternative sources.

- Paulson, E. (2012) *The Complete Idiot's Guide to Starting Your Own Business*, Sixth Edition. New York: The Penguin Group. ISBN: 9781615641512

## Learning Deliverables

This course consists of 10 modules. The estimated time to complete each module is one week. Modules start on Monday and conclude on Sunday. Between Monday and Thursday, students do their readings and watch any assigned videos. Initial discussion posts on the week's materials are due Thursday, and comments/replies on classmate's threads are due by Sunday. During weeks 4 and 10, an additional deliverable is due in the form of a Homework 1 assignment and a final project.

In addition to the weekly discussion threads, students are required to submit a Homework Assignment (Ideal Customer Profile) at the end of Module 4; and to complete a substantive final project due at the end of Module 10.

**Homework 1 Description** — Creating an Ideal Customer Profile with Demographics: Students will create an ideal customer profile and a set of matching demographics for two products. The intent of this exercise is for students to apply the class concepts in a

and the level at which students not only demonstrate their own learning but also enhance the learning environment for others will be considered when grading.

### Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Active and informed participation in 6 online discussions	50%
Weekly Papers	20%
Final Paper	30%

### Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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### Course Schedule

Week or Module Title or Theme	Readings / Learning Activities	Graded Assignments
Module 1: Week 1: Course Overview & Comparing Sales and Marketing	Read the Course Syllabus Read Module 1 Watch Author Background Videos: Read What's the Difference between sales and marketing?	Participate in Discussion: Introductions Discussion

<p>Module 2: Week 2: Key Sales and Marketing Principles Overview</p>	<p>Read Module 2</p> <p>Watch Author Video The 4Ps of Marketing</p> <p>Read Understanding the marketing mix concept – 4Ps</p> <p>Read Marketing four P’s: First steps for new entrepreneurs</p> <p>Read 131 Different kinds of marketing</p>	<p>Participate in Discussion – Applying the 4Ps</p>
<p>Module 3: Week 3: Ideal Customer, Demographics and Target Marketing</p>	<p>Read Module 3</p> <p>Watch Author Video Ideal customer and demographics conceptual overview</p> <p>Watch Author Video Target Marketing Concepts</p> <p>Read Chapter 8 in the Required Text.</p> <p>Read What is an ideal customer profile (ICP)?</p> <p>Read Market Segmentation, targeting and positioning.</p>	<p>Participate in Discussion – Creating an ideal customer profile (ICP)</p>
<p>Module 4: Week 4: Buyer Motivations and Requirements</p>	<p>Read Module 4</p> <p>Watch Author Video Needs, Features, Benefits</p> <p>Watch Instructor Video Five Necessary Buyer Criteria</p> <p>Read specified pages in the Required Text</p> <p>Read A Simple Test for Distinguishing Features from Benefits</p> <p>Read Marketing Features vs Benefits</p>	<p>Complete Homework One (15% )</p>

<p>Module 5: Week 5: Sales Happen in Stages</p>	<p>Watch Author Video Steps of the Sale</p> <p>Watch Author Video Closing</p> <p>Read Chapter 10 in Required Text.</p> <p>Read How to Close a Sale</p> <p>Read 18 Open-ended question that'll get prospect talking to you</p> <p>Read Example of open-ended and closed-ended questions.</p>	<p>Participate in Discussion – Sales Happen in Stages</p>
<p>Module 6: Week 6: The Important Role of Competition</p>	<p>Read Module 6</p> <p>Watch Instructor Video Competition</p> <p>Read Chapter 9 in the Required Text.</p> <p>Read Evaluating Your Competition.</p> <p>Read How to Effectively Evaluate and Learn from Competition</p> <p>Read How to Conduct and Prepare Competitive Analysis</p>	<p>Participate in Discussion – Understanding Your Competition</p>

<p>Module 7: Week 7: Inbound and Outbound Marketing</p>	<p>Read Module 7</p> <p>Watch Author Video Inbound/Outbound Sales and Marketing</p> <p>Read Chapter 11 in the Required Text</p> <p>Read Inbound vs Outbound Marketing</p> <p>Read What's the Difference between Inbound and Outbound Marketing?</p> <p>Read Inbound vs Outbound Marketing: What's the Difference and Which is Better for You?</p>	<p>Participate in Discussion – Inbound/Outbound Marketing/Sales Approach</p>
<p>Module 8: Week 8: Sales and Marketing for Different Business Models</p>	<p>Read Module 8</p> <p>Read Marketing Budgets Vary by Industry</p> <p>Read Most Common Mistakes Companies Make with Global Marketing</p> <p>Read Matching Sales Training to the Buyer's Journey</p>	<p>Participate in Discussion – Industry Marketing and Sales Norms – A Student's Perspective</p> <p>Begin Final Homework Assignment (Due in Week 10)</p>
<p>Module 9: Week 9: Matching Personnel to Sales and Marketing Positions</p>	<p>Read Module 9</p> <p>Read 5 Signs Marketing is the Path for You</p> <p>Read Seven Personality Traits of Top Salespeople</p>	<p>Participate in Discussion – A Reflection on the Course</p>
<p>Module 10: Week 10: Tying it All Together with Strategic Planning</p>	<p>Read Module 10</p> <p>Watch Author Video Relating Strategic and Tactical Planning</p> <p>Watch Author Video Wrapping Up Our Class</p>	<p>Final Homework Assignment Due by 6-11</p>

	<p>Read Strategic Marketing</p> <p>Planning: Theory and Practice, Read Sales Strategy: Examples, templates and Plans Used by Top Sales Teams</p>	
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## Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

## Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

This document was updated 7-18-23.

## Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

## School of Continuing and Professional Studies

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