



Sales & Marketing Management Undergraduate Course Information Guide

Course Number: BADM 208 - 4 credits, 10 Weeks

Cross listed Course Number: FA 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

If in a SCPS competence program, (BAIFA, BAC, BAGB, BAECE), this course addresses the following requirements:

Competence	Competence Statement / Criteria
H2X	Can address a sales/marketing situation starting from the perspective that all sales are transactions between persons who serve their respective organizations.
H3X	Can develop a marketing/sales process based on the prospective customer's need for awareness and understanding of how they benefit from making a purchase.
S3F	Can analyze a sales/marketing situation to determine the viability of social media as a tool for creating sales revenue.
FX	Can analyze a sales and/or marketing situation and develop a course of action intended to create sales revenue for an organization.

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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

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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 real-world simulation should they be chartered with the sale and/or marketing of a product or service.

Final Homework Description — Investigating Your Own Sales and Marketing Management Topic: The final project is designed for students to combine content learned in this course with knowledge gained from other courses, or personal and/or professional situations. Students should pick a sales and/or marketing management topic of interest, investigate body of knowledge sources related to the topic and then write up their findings looking for ways to relate the new topic to those covered as part of the course. Ideally, students can create a scenario where the topic area can be practically applied.

Discussion Forums

The discussions are a particularly important and integral part of this course. Students are expected to actively participate in a timely manner with the online discussions not only offering their own comments as an initial post by day 4 of the module week, but also by reviewing at least 5 of their fellow student posts and replying to at least two (2) of those posts by day 7 of the course week.

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Assessment of Student Learning

Grading Practices

Student work will be evaluated based on the demonstrated level of critical thinking, argument support and effective communication in writing demonstrated. Particular attention will be given to the way that students integrate the concepts covered in class and in the readings to specific situations encountered in their own personal and/or work lives or in relation to the examples provided in class.

Assessment Criteria for Reading and Writing

The homework and final assignment should be scholarly in nature, formatted in accordance with APA guidelines, supported using credible sources and free from grammar and spelling errors. If the number and nature of writing errors are egregious, the instructor reserves the right to return the work to the student without grade for rewrite and resubmission. 10% late penalty will be applied as appropriate.

Assessment Criteria for Online Discussion Participation

Discussions will be graded based on engagement with other students, familiarity with course material and level of critical thinking applied to the discussion questions. A major goal of the discussions is for students to develop familiarity with the course content that will last beyond the duration of the course. Engaging with the discussions and classroom assignments is intended to support this goal. Refer to the discussion rubric below associated with each discussion for specific evaluation criteria. Collaborative learning is important 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

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 and Module Title	Readings	Assignments
Module 1: Week 1: Course Overview & Comparing Sales and Marketing	Week 1: <input type="checkbox"/> Read the Course Syllabus <input type="checkbox"/> Read Module 1 <input type="checkbox"/> Watch Author Background Videos <input type="checkbox"/> Read What's the Difference between sales and marketing?	Week 1: <input type="checkbox"/> Participate in Discussion: Introductions Discussion
Module 2: Week 2: Key Sales and Marketing Principles Overview	Week 2: <input type="checkbox"/> Read Module 2 <input type="checkbox"/> Watch Author Video The 4Ps of Marketing <input type="checkbox"/> Read Understanding the marketing mix concept – 4Ps <input type="checkbox"/> Read Marketing four P's: First steps for new entrepreneurs <input type="checkbox"/> Read 131 Different kinds of marketing	Week 2: <input type="checkbox"/> Participate in Discussion – Applying the 4Ps
Module 3: Week 3: Ideal Customer, Demographics and Target Marketing	Week 3: <input type="checkbox"/> Read Module 3 <input type="checkbox"/> Watch Author Video Ideal customer and demographics conceptual overview <input type="checkbox"/> Watch Author Video Target Marketing Concepts <input type="checkbox"/> Read Chapter 8 in the Required Text. <input type="checkbox"/> Read What is an ideal customer profile (ICP)? <input type="checkbox"/> Read Market Segmentation, targeting and positioning.	Week 3: <input type="checkbox"/> Participate in Discussion – Creating an ideal customer profile (ICP)

<p>Module 4: Week 4: Buyer Motivations and Requirements</p>	<p>Week 4:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read Module 4 <input type="checkbox"/> Watch Author Video Needs, Features, Benefits <input type="checkbox"/> Watch Instructor Video Five Necessary Buyer Criteria <input type="checkbox"/> Read specified pages in the Required Text <input type="checkbox"/> Read A Simple Test for Distinguishing Features from Benefits <input type="checkbox"/> Read Marketing Features vs Benefits 	<p>Week 4:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Complete Homework One (15%)
<p>Module 5: Week 5: Sales Happen in Stages</p>	<p>Week 5:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read Module 5 <input type="checkbox"/> Watch Author Video Steps of the Sale <ul style="list-style-type: none"> <input type="checkbox"/> Watch Author Video Closing <ul style="list-style-type: none"> • Read Chapter 10 in Required Text. • Read How to Close a Sale • Read 18 Open-ended question that'll get prospect talking to you • Read Example of open-ended and closed-ended questions. 	<p>Week 5:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Participate in Discussion – Sales Happen in Stages
<p>Module 6: Week 6: The Important Role of Competition</p>	<p>Week 6:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read Module 6 <input type="checkbox"/> Watch Instructor Video Competition <input type="checkbox"/> Read Chapter 9 in the Required Text. <input type="checkbox"/> Read Evaluating Your Competition. <input type="checkbox"/> Read How to Effectively Evaluate and Learn from Competition <input type="checkbox"/> Read How to Conduct and Prepare Competitive Analysis 	<p>Week 6:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Participate in Discussion – Understanding Your Competition

<p>Module 7: Week 7: Inbound and Outbound Marketing</p>	<p>Week 7:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read Module 7 <input type="checkbox"/> Watch Author Video Inbound/Outbound Sales and Marketing <input type="checkbox"/> Read Chapter 11 in the Required Text <input type="checkbox"/> Read Inbound vs Outbound Marketing <ul style="list-style-type: none"> <input type="checkbox"/> Read What's the Difference between Inbound and Outbound Marketing? <input type="checkbox"/> Read Inbound vs Outbound Marketing: What's the Difference and Which is Better for You? 	<p>Week 7:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Participate in Discussion – Inbound/Outbound Marketing/Sales Approach
<p>Module 8: Week 8: Sales and Marketing for Different Business Models</p>	<p>Week 8:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read Module 8 <input type="checkbox"/> Read Marketing Budgets Vary by Industry <input type="checkbox"/> Read Most Common Mistakes Companies Make with Global Marketing <input type="checkbox"/> Read Matching Sales Training to the Buyer's Journey 	<p>Week 8:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Participate in Discussion – Industry Marketing and Sales Norms – A Student's Perspective <input type="checkbox"/> Begin Final Homework Assignment (Due in Week 10)
<p>Module 9: Week 9: Matching Personnel to Sales and Marketing Positions</p>	<p>Week 9:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read Module 9 <input type="checkbox"/> Read 5 Signs Marketing is the Path for You <input type="checkbox"/> Read Seven Personality Traits of Top Salespeople 	<p>Week 9:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Participate in Discussion – A Reflection on the Course
<p>Module 10: Week 10: Tying it All Together with Strategic Planning</p>	<p>Week 10:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read Module 10 <input type="checkbox"/> Watch Author Video Relating Strategic and Tactical Planning <input type="checkbox"/> Watch Author Video Wrapping Up Our Class <input type="checkbox"/> Read Strategic Marketing Planning: Theory and Practice, Read Sales Strategy: Examples, templates and Plans Used by Top Sales Teams 	<p>Week 10:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Final Homework Assignment Due by 6-11

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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 7-1-21.

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.

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