

Common Course Outline

MNGT 219

Sales Management

3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

3 credit hours

Sales Management

Examines organization and administration of the sales division with emphasis on recruiting, selecting, and supervision of the salesforce.

Prerequisite: MNGT 150

II. General Course Objectives

When the student completes the course he/she will be able to:

- A. Identify the various functions performed by a sales manager.
- B. Develop and prepare a selection program.
- C. Develop and conduct a sales training program.
- D. Design and prepare a compensation plan.
- E. Identify and explain sales forecasting methods.
- F. Prepare a sales budget.
- G. Develop simple selling strategies
- H. Identify and explain the different components of a sales analysis.

III. Methods of Instruction:

- A. Lecture
- B. Discussions
- C. Case problems
- D. Audio-visual aids

IV. Method of Evaluation:

- A. Class participation
- B. Case problems: oral and written
- C. Periodic examination
- D. Final examination
- E. Term paper