# J. Sargeant Reynolds Community College Course Content Summary

Course Prefix and Number: MKT 215 Credits: 3

**Course Title:** Sales and Marketing Management

#### **Course Description (including lecture hours, lab hours, total contacts)**

Emphasizes the relationship of professional sales skills and marketing management techniques to successful profit and non- profit organizations. Focuses on challenges connected with the sales and distribution of products and services, including pricing, promotion, and buyer motivation. Demonstrates uses of the Internet to enhance marketing. Studies legal and ethical considerations. Introduces sales management in planning, organizing, directing and controlling for a well-coordinated sales effort. Lecture 3 hours per week.

## **General Course Purpose**

Today's competitive business environment demands a broad knowledge of the interrelated activities of sales management. Integrating personal selling, sales management techniques, and ethics into a comprehensive program of sales management is critical to sustain and grow any business. Technological advancements, cultural changes, and ethical considerations make the study of sales management an imperative for a successful business/marketing student.

<u>Course Prerequisites/Corequisites</u> (Entry-level competencies required for enrollment) None

**Course Objectives** (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Identify characteristics that distinguish the difference between sales and marketing.
- b. Discuss and measure customer service strategies.
- c. Demonstrate effective sales techniques.
- d. Compare the factors that influence people's buying habits.
- e. Apply effective communication techniques in selling service versus products.

### **Major Topics to be Included**

- Career Opportunities in Selling and Sales Management
- Developing a Presentation Strategy
- Developing and Qualifying a Prospect Base
- Effective Selling Techniques
- Planning Sales Efforts
- Organizing and Staffing
- Implementing Sales Efforts
- Controlling Sales Efforts
- Developing and Implementing Marketing Strategies and Plans

#### **Effective Date of Course Content Summary:**

August 28, 2008