

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 215

Credits: 3

Course Title: Sales and Marketing Management

Course Description: Emphasizes the relationship of professional sales skills and marketing management techniques. Demonstrates the use of the Internet to enhance marketing. Studies legal and ethical considerations. 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, social (Facebook) and professional (LinkedIn) networks, and ethical considerations make the study of sales management an imperative for a successful business/marketing student.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

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. Explain the use of social media as a tool for today's marketing activities;
- d. Demonstrate effective in-person and online sales techniques;
- e. Compare the factors that influence people's buying habits; and
- f. Apply effective communication techniques in selling service versus products.

Major Topics to Be Included:

- a. Career opportunities in selling and sales management;
- b. Developing sales strategies both in-person as well as online;
- c. Developing and qualifying a prospect base;
- d. Planning sales efforts;
- e. Organizing and staffing;
- f. Implementing sales efforts;
- g. Controlling sales efforts and
- h. Developing and implementing marketing strategies and plans

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