

H8SMNGT: Sales Management

Module Code:	H8SMNGT
Long Title	Sales Management APPROVED
Title	Sales Management
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	Danielle Mc cartan-Quinn
Module Author:	Isabela Da Silva
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Explain sales management principles, skills and techniques in different organisational contexts.
LO2	Recognise the importance of relationship building and relationship selling over more transactional driven sales – students should appreciate that sales is a 'noble profession'
LO3	Understand the theories and frameworks associated with Sales Management that underpin the behaviour of successful salespeople.
LO4	Develop self-confidence and an awareness of the importance of self-presentation (body language, dress, tone and speed of voice etc.) through creating video pitches and class presentations
LO5	Recognise the importance of leading and motivating a sales team through use of leadership frameworks and motivation theories.
Dependencies	
Module Recommendations	
19142	Integrated Marketing Communications
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	As per programme requirements.

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Module Content & Assessment			
Indicative Content			
Indicative Module Content Introduction to Selling and Sales Management B2B Markets Relationship Marketing The Seven-Step Sales Process Non Verbal Communications Presentation Skills Negotiation skills Recruiting a Sales Team Managing and Leading a Sales Team Motivating a Sales Team Sales Team Organisation and Compensation			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	CA 1	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,4
Non-Marked:	No		
Assessment Description: Individual Video Sales Pitch 20% Group evaluation of the Elevator Pitches 20%			
Assessment Type:	CA 2	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Small Group Assignment – three students max, a pair also acceptable. The groups take on the role of a Sales Manager and must recruit and train a sales person. They must outline the training programme and how they will motivate, lead, compensate and evaluate the salesperson. This is a theoretical piece of work and students must demonstrate extensive engagement with the textbook, lecture slides and readings.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description The repeat assessment strategy for this module is broken into the above component parts. A learner who fails the assignment will be given a new piece of work to complete. Students who fail to attempt an assignment may be given the original piece of work.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Independent learning	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
Jobber, Lancaster and Le Meunier-Fitzhug. (2019), <i>Selling and Sales Management</i> , Eleventh Edition.	
<i>Supplementary Book Resources</i>	
Gerald Manning and Michael Ahearne. (2019), <i>Selling Today: Partnering to Create Value</i> , Fourteenth Edition.	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website], TED Talks.</p> <p>[Website], Harvard Business Review.</p> <p>[Journal], <i>Personal Selling and Sales Management</i>.</p>	
Discussion Note:	