

**College of San Mateo**  
**Official Course Outline**

1. **COURSE ID:** BUS. 232    **TITLE:** Sales Management  
**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours  
**Method of Grading:** Letter Grade Only  
**Recommended Preparation:**  
    Eligibility for ENGL 838 or ENGL 848 or ESL 400.
2. **COURSE DESIGNATION:**  
**Degree Credit**  
**Transfer credit:** CSU
3. **COURSE DESCRIPTIONS:**  
**Catalog Description:**  
    Recognize and capitalize on emerging market opportunities while effectively and efficiently addressing managerial responsibilities in a diverse environment. Enhance communication skills, increase planning, organization, forecasting, and budgeting skills, and learn how to build long-term, mutually beneficial relationships and partnerships with prospects, customers, and various stakeholders.
4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**  
    Upon successful completion of this course, a student will meet the following outcomes:
  1. Articulate professional business-to-business (B2B) sales techniques.
  2. Perform basic adaptive techniques of business-to-customer (B2C) sales, including targeting individual consumers and completing transactions between business and end users.
5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**  
    Upon successful completion of this course, a student will be able to:
  1. Manage and motivate a professional B2B sales force from the perspectives of a sales manager (authority) and a marketing manager (influence).
  2. Manage and motivate a professional business-to-customer (B2C) sales force from the perspectives of a sales manager (authority) and a marketing manager (influence).
6. **COURSE CONTENT:**  
**Lecture Content:**
  1. Evolution of Professional Sales
  2. Customer-Centric Model
  3. Sales Strategies
  4. Sales Organizations
  5. Staffing Options
  6. Buying and Selling Processes
  7. Process Alignment
  8. Recruiting
  9. Training
  10. Performance, Compensation, and Incentive Plans
  11. Sales Forecasting
7. **REPRESENTATIVE METHODS OF INSTRUCTION:**  
    Typical methods of instruction may include:
  - A. Lecture
  - B. Activity
  - C. Discussion
  - D. Guest Speakers
  - E. Observation and Demonstration
8. **REPRESENTATIVE ASSIGNMENTS**  
    Representative assignments in this course may include, but are not limited to the following:  
**Writing Assignments:**  
    Sales Plan: The sales plan is an integral strategy for sales targets and tactics for the business, and

identifies the steps you will take to meet your targets. This multi-page document requires proficient English writing skills.

**Reading Assignments:**

Textbook.

**9. REPRESENTATIVE METHODS OF EVALUATION**

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Group Projects
- F. Homework
- G. Oral Presentation
- H. Projects
- I. Quizzes

**10. REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. Ingram, T.; LaForge, R.; Avila, R.; Schwepker Jr., C.; Williams, M.. *Sales Management: Analysis and Decision Making*, 9 ed. Routledge, 2015

**Origination Date:** June 2018

**Curriculum Committee Approval Date:** September 2018

**Effective Term:** Fall 2019

**Course Originator:** Peter von Bleichert