

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 100, or Eligibility for ENGL 105
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*, 10th ed. Routledge, 2019

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Course Originator: Philip Tran