

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester B 2019/20**

Part I Course Overview

Course Title: Selling and Sales Management

Course Code: MKT4623

Course Duration: One Semester

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area:
(for GE courses only)

Study of Societies, Social and Business Organisations

Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) CB2601 Marketing

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

The course is to help students to apply professional knowledge and skills in the area of selling and sales management. Various processes of interpersonal behaviour and communication will also be introduced.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyse and apply various concepts of trust-based relationship selling.				✓
2.	Professionally identify qualified prospects and prepare themselves for the first contact.			✓	
3.	Make professional sales presentation and close sophisticated sales deals.				✓
4.	Negotiate effectively with customers and handle objections.			✓	
5.	Analyse professionally the context of personal selling in HK/China and certain contemporary issues of sales force management in HK/China.			✓	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Seminar	Concepts and general knowledge of selling and sales management will be explained through lectures. Examples of selling personal and industrial products/services will be discussed in the seminar and students will be encouraged to work-along with the lecturer.	✓	✓	✓			
Readings	In addition to pre-read the assigned chapters before coming to classes, students will be provided with other reading materials so as to strengthen their professional knowledge and skills.	✓	✓	✓	✓		
Guest Sharing	Guests will be invited to share certain practical issues about contemporary selling and sales management in Hong Kong, such as how US buyers evaluate vendors in China, how HK-based salespeople effectively communicate with PRC domestic entrepreneurs.				✓	✓	
Class Discussion	Knowledge and applications of selling and sales management are discussed through class activities. Students are given various activities such as group discussions, ideas sharing and/or presentations, etc.	✓	✓	✓	✓		

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting*	Remarks
	1	2	3	4	5		
Continuous Assessment: 55%							
Group Project	✓	✓	✓	✓	✓	40%	
Class Discussion	✓	✓	✓	✓	✓	15%	
Examination: 45 % (duration: 2 hours , if applicable)							
* The weightings should add up to 100%.						100%	

Regulation of the Course

Students fail to meet the attendance requirement of the Dept. of Marketing in the course may be failed.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion	1.1 Ability to excellently discuss concepts and apply processes of trust-based relationship selling.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2 Ability to show excellent command to identify qualified prospects and prepare themselves for the first contact with the prospects.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.3 Capacity to demonstrate outstanding competence to make effective sales presentation and close sophisticated sales deals.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.4 Ability to negotiate with customers & handle their objections in excellent and practical ways.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.5 Capacity to discuss the context of personal selling and identify certain contemporary issues of sales force management in HK/China excellently	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project	2.1 Ability to excellently discuss concepts and apply processes of trust-based relationship selling.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2 Ability to show excellent command to identify qualified prospects and prepare themselves for the first contact with the prospects.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3 Capacity to demonstrate outstanding competence to make effective sales presentation and close sophisticated sales deals.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.4 Ability to negotiate with customers & handle their objections in excellent and practical ways.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.5 Capacity to discuss the context of personal selling and identify certain contemporary issues of sales force management in HK/China excellently.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

Relationship Selling, Trust-based Selling; Sales Process; Buyer-seller Relationship; Prospecting; Questioning Skills; Listening Skills; Sales Presentation; Negotiation; Handle Objection; Trial Close; Close Deals; After Sales Services.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1. Futile Charles, *The ABC's of Selling*, Irvine.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1. David Jobber & Geoff Lancaster, *Selling and Sales Management*, Prentice Hall.