

MKT4623: SELLING AND SALES MANAGEMENT

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Selling and Sales Management

Subject Code

MKT - Marketing

Course Number

4623

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse and apply various concepts of trust-based relationship selling.				x
2	Professionally identify qualified prospects and prepare themselves for the first contact.			x	
3	Make professional sales presentation and close sophisticated sales deals.				x
4	Negotiate effectively with customers and handle objections.			x	
5	Analyse professionally the context of personal selling in HK/China and certain contemporary issues of sales force management in HK/China.			x	

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 real-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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	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.	1, 2, 3	

2	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.	1, 2, 3, 4	
3	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.	4, 5	
4	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.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Project	1, 2, 3, 4, 5	40	
2	Class Discussion	1, 2, 3, 4, 5	15	

Continuous Assessment (%)

55

Examination (%)

45

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

Class Discussion

Criterion

1. Ability to excellently discuss concepts and apply processes of trust-based relationship selling.
2. Ability to show excellent command to identify qualified prospects and prepare themselves for the first contact with the prospects.

3. Capacity to demonstrate outstanding competence to make effective sales presentation and close sophisticated sales deals.
4. Ability to negotiate with customers & handle their objections in excellent and practical ways.
5. Capacity to discuss the context of personal selling and identify certain contemporary issues of sales force management in HK/China excellently.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project

Criterion

1. Ability to excellently discuss concepts and apply processes of trust-based relationship selling.
2. Ability to show excellent command to identify qualified prospects and prepare themselves for the first contact with the prospects.
3. Capacity to demonstrate outstanding competence to make effective sales presentation and close sophisticated sales deals.
4. Ability to negotiate with customers & handle their objections in excellent and practical ways.
5. Capacity to discuss the context of personal selling and identify certain contemporary issues of sales force management in HK/China excellently.

Excellent (A+, A, A-)

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Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

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.

Reading List

Compulsory Readings

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

Additional Readings

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