

MKT4623: SELLING AND SALES MANAGEMENT

Effective Term

Semester A 2025/26

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

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	Students will learn the concepts and knowledge of selling and sales management. During the seminars, students will examine different sales situations with the lecturer and their peers and also propose selling strategies for the given sales situations.	1, 2, 3	
2	Readings	Students will read various sales cases, and share their comments about the cases.	1, 2, 3, 4	

3	Guest Sharing	Students will listen to a sales professional's sharing about the recent selling and sales management strategies in Hong Kong.	4, 5	
4	Peer Discussion	Students will engage in structural discussion to identify the success elements or the failure reasons for different sales cases and develop effective selling and sales management strategies to create value for the company.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Group Project Study the real selling strategies of companies in the same industry and compare their sales effectiveness. Develop and deliver a sales pitch for a designated brand or product.	1, 2, 3, 4, 5	40	If the Turnitin similarity score and/or AI score in the Turnitin system exceeds 25%, the work will not be assessed, and zero marks will be awarded. Please note that only the AI detection score from Turnitin will be considered as the official assessment; other sources will not be taken into account.	Yes
2	Class Discussion Examine the strategies and concepts of selling and sales management. Complete class exercises that cover relevant topics during the seminars. Work along with the lecturer and peers.	1, 2, 3, 4, 5	15	If the Turnitin similarity score and/or AI score in the Turnitin system exceeds 25%, the work will not be assessed, and zero marks will be awarded. Please note that only the AI detection score from Turnitin will be considered as the official assessment; other sources will not be taken into account.	Yes

Continuous Assessment (%)

55

Examination (%)

45

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

Class Discussion

Criterion

1. Analytical skills
2. Communication skills
3. Participations

Excellent (A+, A, A-)

1. Analyze customers, competitors, and sales situations excellently.
2. Present and communicate sales ideas excellently in oral and/or written format
3. Participate proactively in class discussions and frequently ask high-quality questions related to the practice of selling and sales management strategy in business organizations.

Good (B+, B, B-)

1. Analyze customers, competitors, and sales situations acceptably.
2. Present and communicate sales ideas acceptably in oral and/or written format
3. Participate actively in class discussions and ask high-quality questions related to the practice of selling and sales management strategy in business organizations.

Fair (C+, C, C-)

1. Analyze customers, competitors, and sales situations occasionally.
2. Present and communicate sales ideas occasionally in oral and/or written format
3. Participate occasionally in class discussions and ask simple questions related to the practice of selling and sales management strategy in business organizations.

Marginal (D)

1. Analyze customers, competitors, and sales situations ineffectively
2. Present and communicate sales ideas rarely in oral and/or written format
3. Participate rarely in class discussions and seldom ask questions related to the practice of selling and sales management strategy in business organizations.

Failure (F)

- 1, 2 and 3. Do not reach the marginal levels

Assessment Task

Group Project

Criterion

1. Ability to integrate the selling and sales management concepts.
2. Ability to apply the selling and sales management principles
3. Presentation skills

Excellent (A+, A, A-)

1. Show excellent command of all aspects by integrating the selling and sales management concepts to deeply analyze the consumers' behaviors, competitors, and sales situations, and consolidate lots of insights and implications for strategy formulation.
2. Demonstrate excellent ability to apply the selling and sales management principles and develop outstanding and effective selling and sales management strategies to tackle current sales problems and issues.
3. Present and organize an excellent level of sales pitch

Good (B+, B, B-)

1. Show good command of all aspects by integrating the selling and sales management concepts to moderately analyze the consumers' behaviors, competitors, and sales situations, and suggest some insights and implications for strategy formulation.
2. Demonstrate a good ability to apply the selling and sales management principles and develop good selling and sales management strategies to tackle current sales problems and issues.
3. Present and organize a high-level of sales pitch

Fair (C+, C, C-)

1. Show acceptable command of all aspects by integrating the selling and sales management concepts to slightly analyze the consumers' behaviors, competitors, and sales situations, and suggest limited insights and implications for strategy formulation.
2. Demonstrate acceptable ability to apply the selling and sales management principles and develop ordinary selling and sales management strategies to tackle current sales problems and issues.
3. Present and organize an acceptable level of sales pitch

Marginal (D)

1. Show ordinary command of all aspects by integrating the selling and sales management concepts to rarely analyze the consumers' behaviors, competitors, and sales situations, and suggest low-quality insights and implications for strategy formulation.
2. Demonstrate limited ability to apply the selling and sales management principles and develop basic selling and sales management strategies to tackle current sales problems and issues.
3. Present and organize a basic level of sales pitch

Failure (F)

- 1, 2 and 3. Do not reach the marginal levels

Assessment Task

Examination

Criterion

1. Analytical skills in terms of customers, competitors, and sales situations
2. Understanding of selling and sales management knowledge and principles

Excellent (A+, A, A-)

1. Show an excellent command of analyzing the customers, competitors, and sales situations.
2. Demonstrate an excellent understanding of all the selling and sales management knowledge and principles.

Good (B+, B, B-)

1. Show a good command of analyzing the customers, competitors, and sales situations.
2. Demonstrate a good understanding of most of the selling and sales management knowledge and principles.

Fair (C+, C, C-)

1. Show an ordinary command of analyzing the customers, competitors, and sales situations.
2. Demonstrate an acceptable understanding of the selling and sales management knowledge and principles.

Marginal (D)

1. Show a limited command of analyzing the customers, competitors, and sales situations.
2. Demonstrate a limited understanding of the selling and sales management knowledge and principles.

Failure (F)

- 1 and 2. Do not reach 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.