

COURSE SYLLABUS



COURSE TITLE: MARK 435 – Sales Management
CLASS SECTION: 001
TERM: Fall 2023
COURSE CREDITS: 3
DELIVERY METHOD(S): In class lectures and discussion

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̓SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your Instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Marina Jaffey, MEd, CPCC, ACC
EMAIL: marina@camosun.ca
OFFICE: CBA 262
HOURS: As posted on office door, or by appointment – email marina@camosun.ca

As your course Instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

This applied course examines the roles and responsibilities of a sales manager and the management of a sales force. Students are introduced to the concepts of human resource management and leadership as they apply to the supervision of a sales team. Specifically, four important competencies are developed in the course: strategic planning, leading and coaching, managing diversity, and leveraging technology.

PREREQUISITE(S):

Prerequisite:

One of:

- C in [MARK 235](#)
- Bachelor degree from a recognized post-secondary institution

COURSE LEARNING OUTCOMES

Students who successfully complete this course will be able to:

- Analyze marketplace trends and changes in the competitive environment to determine how they may be impacting the sales environment today
- Demonstrate an understanding of how sales teams operate in various sized Canadian businesses
- Use sound sales management principles to assess a strategic sales program
- Demonstrate effective leading and coaching skills

REQUIRED MATERIALS

Textbook:

Ingram, T.N., Laforge, R.W., Avila, R.A., Schwepker, C.H., Williams, M.R. (2020). *Sales management: Analysis and decision making* (10th ed.) Routledge.

Note: You can buy the textbook through the [Camosun Bookstore](#) website.

COURSE SCHEDULE

Course schedule is subject to change.

Week Starting	Topic	Chapter	Deliverables
Week 1 – Sept. 5	- Course Overview - Coaching Skills	1 & 2	- Wed.: Class, create Designed Alliance, complete STAR self-assess - Fri.: Class & Activity 1 – Heard, Seen, Respected due in class
Week 2 – Sept. 11	- Sales Strategies - Organization Structure & Forecasting	3 & 4 & Appendix	- Wed.: Class - Fri.: Class & Activity 2 – Forecasting due in class - Quiz 1 (ch. 1 & 2) due Sat. by 11:59 pm
Week 3 – Sept. 18	- Sales Training - Networking Prep	6	- Wed.: Class - Fri.: Class & Activity 3 – Networking prep & tips - Quiz 2 (ch. 3 & 4) due Sat. by 11:59 pm
Week 4 – Sept. 25	- Indigenous Business Leader event	Notes	- Wed.: Class: Native Plant Tour with Indigenous Knowledge Keeper, JB Williams - Fri.: Class & Activity 4 – Intercultural reflection in class
Week 5 – Oct. 2 Sept. 30 is Truth & Reconciliation Day	- MBTI - Recruitment & Selection	5	- Wed.: Class & MBTI - Fri.: Class & Activity 5 – Bias due in class - Quiz 3 (ch. 5 & 6) due Sat. by 11:59 pm
Week 6 – Oct. 9 Oct. 9 is Thanksgiving	- Information Literacy & Essay assignment - Leadership	7	- Wed.: Class: Guest & Info literacy module 1 due in class - Fri.: Class: Tour & talk at client location
Week 7 – Oct. 16	- Info. Literacy & Essay assign. cont'd - Sales Force Motivation	8	- Wed.: Class: Guest & Info. literacy module 2 - Fri.: Class - Info. literacy module 2 due Sat. by 11:59 pm - Quiz 4 (ch. 7 & 8) due Sat. by 11:59 pm
Week 8 – Oct. 23	- Indigenous Business Leader event	Notes	- Wed.: Class: Indigenous business leader & Activity 6 due in class - Fri.: Class - Sales Force Motivation Report & Materials due Sat. by 11:59 pm
Week 9 – Oct. 30	- Evaluating & peer coaching - Presentations	9 & 10	- Wed.: Class & Activity 7 – Evaluating due in class (bring materials) - Fri.: Class: Poster Board Presentations to client - Quiz 5 (ch. 9 & 10) due Sat. by 11:59 pm
Week 10 – Nov. 6	- Negotiating	Notes	- Wed.: Class - Fri.: Class - Networking assign. due Sat. by 11:59 pm
Week 11 – Nov. 13 Nov. 11 is Remembrance Day	- Indigenous Business Leader event - Capstone		- Wed.: Class: Indigenous business leader & Activity 8 due in class - Fri.: Class: Capstone assign. - overview & form teams
Week 12 – Nov. 20	- Capstone cont'd	Notes	- Wed.: Class: Guest & work on Capstone – draft due in class - Fri.: Class: Team peer coaching in class
Week 13 – Nov. 27	- Capstone cont'd	Notes	- Wed.: Class: Teams work on Capstone – 2 nd draft due in class - Fri.: Class: Teams work on Capstone – Final draft due 12 noon
Week 14 – Dec. 4	- Capstone cont'd - Celebration		- Wed.: Class: Complete reflection of learning & CamSTAR - Fri.: Class: Guest, celebration, and teams present scenarios

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html).

<http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Quizzes - D2L Quizzes (best 4 of 5 @ 3% each)	12%
In-Class Activities (best 6 of 8 @ 3% each)	18%
Assignments: <ul style="list-style-type: none">- Networking (10%)- Information Literacy, Essay and Presentation (30%)- Capstone, Reflection of Learning & CamSTAR (30%)	70%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

LATE POLICY

- You must submit assignments on the due date or as announced. A grade of zero is assigned to late submissions. There are no additional assignments, make-up activities, or make-up exams of any kind if you missed or performed poorly on an assignment, midterm or final exam.
- **Save your file as a pdf, then upload it to D2L. If an instructor cannot open your file or if you have uploaded an incorrect file, you will receive a grade of zero.**
- **EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and accepted by instructor. Advise instructor promptly.

ASSIGNMENT FORMATTING

- The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <https://camosun.libguides.com/apa7>
- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.

Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course Instructors. Please visit the CAL website for contacts and to learn how to get started: <http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your Instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit

<http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the Instructor will give the students clear and timely notice of the changes.
