

COURSE SYLLABUS



COURSE TITLE: MARK 435 – Sales Management
CLASS SECTION: 001
TERM: Fall 2022
COURSE CREDITS: 3
DELIVERY METHOD(S): In class lectures and discussion

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

The COVID-19 pandemic has presented many challenges, and Camosun College is committed to helping you safely complete your education. Following guidelines from the Provincial Health Officer, WorkSafe BC, and the B.C. Government to ensure the health and wellbeing of students and employees, Camosun College is providing you with every possible protection to keep you safe. Our measures include COVID Training for students and employees, health checks, infection control protocols including sanitization of spaces, PPE and ensuring physical distancing. For details on these precautions please follow this link: <http://camosun.ca/covid19/faq/covid-fags-students.html>. However, if you're at all uncomfortable being on campus, please share your concerns with your instructor. If needed, alternatives will be discussed.

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: Michelle Clément
EMAIL: clement@camosun.ca
OFFICE: CBA 274
HOURS: As posted on office door, or by appointment

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. 6	- Course & Project - Mentoring & Coaching	1	- Wed. & Fri: introduction
Week 2 – Sept. 12	- Coaching (continued) - MBTI	Notes	- Wed.: Activity 1 – Heard, Seen, Respected due in class - Fri.: Activity 2 – MBTI due in class
Week 3 – Sept. 19	- Intercultural Competence Personal Selling	Notes Ch 2	- Wed.: Activity 3 – Intercultural reflection due in class - Fri.: Team Formation
Week 4 – Sept. 26 Sept. 30 is Truth & Reconciliation Day	Personal Selling	2	- Wed.: Guest (Doug Brown) & Activity 4 due in class - Fri.: <i>Sept 30 is Truth & Reconciliation day – College closed</i> - Quiz 1 (ch. 1 & 2) due Sat. by 11:59 pm
Week 5 – Oct. 3	- Sales Strategies - Organization Structure & Forecasting	3 & 4 & Appendix	- Wed.: Team presentations - Fri.: Activity 5 – Forecasting due in class - Quiz 2 (ch. 3 & 4) due Sat. by 11:59 pm
Week 6 – Oct. 11	- Recruitment & Selection - Sales Training	5 & 6	- Wed.: Activity 6 – Bias due in class - Thurs.: Prodigy Group Oct. 13 networking event 5–7pm - Fri.: Team presentation - Prodigy Group Networking Assign. due Sat. by 11:59 pm

Week Starting	Topic	Chapter	Deliverables
Week 7 – Oct. 17	- Recruitment & Selection - Sales Training	5 & 6	- Wed.: Tour & talk at Vancouver Island Brewing - Fri: Team presentation - Quiz 3 (ch. 5 & 6) due Sat. by 11:59 pm
Week 8 – Oct. 24	- Information Literacy -		- Wed.: Guest & Info literacy module 1 due in class - Fri.: Guest & Info literacy module 2 due week 9
Week 9 – Oct. 31	- Leadership & Feedback Motivation & Reward	7 & 8	- Wed.: team presentations - Fri.: Work Block Quiz 4 (ch. 7 & 8) due Sat. by 11:59 pm - Info. literacy module 2 due Sat. by 11:59 pm
Week 10 – Nov. 7 Nov. 11 is Remembrance Day	Evaluating	9	- Wed. team presentation - Fri.: <i>Nov. 11 is Remembrance Day – College closed</i> - Salesforce Motivation Report & Sell Sheet due Sat. by 11:59 pm
Week 11 – Nov. 14	- VI Brewing presentations Evaluating -	10	- Wed.: Present recommendations to VI Brewing Fri.: team presentation Quiz 5 (ch. 9 & 10) due Sat. by 11:59 pm
Week 12 – Nov. 21	-Sustainability & sales management	Notes	Wed.: Activity 7 due in class - Fri. Project reflection due Saturday by 11:59 pm
Week 13 – Nov. 28	Negotiation	Notes	- Wed. & Fri.: Negotiation teams formed
Week 14 – Dec. 5	Negotiation		- Negotiation videos and report due by Sunday midnight

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>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
5 Quizzes - D2L Quizzes	15%
7 In-Class Activities	15%
Prodigy Group October 13 “Monthly Mingle” networking event	10%
Client project: Information Literacy Modules, Report, Sell Sheet, and Presentation	35%
Negotiation Plan & Role Play	10%
Team Case presentation & mentoring	15%
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 Assignments and Missed Quizzes:

- Late assignments and missed quizzes receive a mark of zero (0%)
- Exceptions apply for medical reasons, which require a valid doctor's note

Attendance and Participation:

- Post a recognizable photo of yourself on your D2L profile
- **Professional conduct Do's:**
 - Complete the readings each week before class
 - Arrive on time, and stay until the end of class (if scheduled class)
 - Communicate by email in advance if you must miss a class (if scheduled class)
 - Contribute constructively to discussions
 - Ask questions
 - Be ready to answer questions when called upon (if scheduled class)
 - Engage, be present, take an active interest, do what you're asked to do
- **Professional conduct Don'ts:**
 - Side conversations and disruptive behaviours (if in-person class)
 - Walking out when someone is speaking (if in-person class)
 - Plagiarism, and other forms of academic dishonesty

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.