

**Course Code:** ADSALES

**Course Title:** Salesmanship in Advertising

**Course Description:**

The course introduces the business student to the concept of Selling and Sales/Account Management. Of all the different departments in a business, it is only the sales department that is specifically established to generate revenue through the products and services of the organization. The student is given a proper appreciation of the Sales function, introduced to the concepts behind effective selling technique, and an overview of the Sales/Account Management function as it relates to the entire organization. Part of the subject is the Learning-by-Doing Program where the students are required to sell from a selection of product from various companies which are accredited by a committee composed of faculty and students. A quota representing 25% of the final grade is given so that the students have a sales target to aspire for. The actual selling function is replicated as the practice of submitting sales reports and being part of a sales team is replicated in class. At the end of the course, the student is expected to appreciate the value of Sales in an organization, understand the demands of the Sales/ Account function and be familiar with the management of a Sales/Account team.

**Department:** Marketing and Advertising

**Required text and materials**

Kotler, Philip; Ang, S.H.; Leong, S.M. and Tan, C.T. 2009. Marketing Management: An Asian Perspective. Prentice Hall, Inc. (Singapore)

**Other References**

Porter, Michael E. 1985. Competitive Advantage: Creating and Sustaining Superior Performance. New York: Free Press.

Go, Josiah. 2000. Marketing Mix Strategy, Design Plus Publishing, Q.C.

Onkvisit, Sak and Saw, John. 1993. International Marketing 2nd edition New York: MacMillan Publishing Co.

Russel, Beach and Buskirk. 2001. Selling: Principles and Practices. New York: McGraw - Hill.