

Course Code: MADSMAN

Course Title: Salesmanship and Sales Management for Marketing Students

Course Description:

The course introduces the business student to the concept of Selling and Sales Management. Of all the different departments in a business, it is only the sales department that is specifically established to generate revenue through the sale of 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, taught the value of ethical selling by matching needs sought with benefits and an overview of the Sales 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 products from various companies which are accredited by a committee composed of faculty and students, and selected organizations providing livelihood projects for the marginalized such as the Jaime Hilario Integrated School (JHIS) in Bataan. 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.

Department: Marketing and Advertising

Required text and materials

Crawford, Di Benedetto. New Product Management. 2009 9th ed. New York. McGraw Hill Walker,

Orville. Marketing Strategies. 2014 8th ed. New York. McGraw Hill

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.