

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
MKT 215 - SALES & MARKETING MANAGEMENT (3 CR.)**

Course Description

Emphasizes the relationship of professional sales skills and marketing management techniques to successful profit and non-profit organizations as part of their overall marketing plan. Focuses on the challenges of the sales communication process, both face-to-face and online, along with the distribution of products and services, including pricing, promotion, and buyer motivation. Explores how to use the Internet and other resources to gather customer information, track competitive activities within the industry, implement sales strategies, and complete sales transactions on both a domestic and global basis. Examines the legal and ethical considerations required in sales and marketing management. Introduces the importance of sound management techniques needed in planning, organizing, directing and controlling a well-organized sales effort. Builds knowledge and skills in all areas of the sales process with special attention to developing successful sales strategies and communication skills that support quality partnerships. Lecture 3 hours per week.

General Course Purpose

MKT 215 is a one-semester course designed to provide the student with professional sales and communication skills used in the selling process. It examines the sales process in retailing, wholesaling, services, and industrial selling. Students learn how to apply good customer relationship strategies, sales communications and behavioral science theories, along with management principles and current technology, to their own selling situation through skill-building activities.

Course Prerequisites/Co-requisites

A basic understanding of marketing and business activities is desirable.

Course Objectives

After completion of this course, the student will be able to:

- Explain how sales and marketing management fit into a corporate marketing plan.
- Describe career opportunities and the benefits of personal selling.
- Define industry “Best Practices” required in the selling process of a product, service or idea.
- Develop a successful sales strategy to meet specific client needs and stay on target to achieve planned sales goals.
- Exhibit appropriate communication skills during presentations, negotiations and closings.
- Identify sound client prospecting skills and problem-solving techniques to locate and analyze potential buyers.
- Analyze why a given selling technique or sales presentation is applicable in a particular sales interaction.
- Explain team selling and the importance of working as a team member to meet and support client needs.
- Evaluate use of the Internet and other resources to expand market opportunities and to track competitive activities within the industry.
- Show sales leadership through knowledge of sales management skills and be able to create and manage a sales force.
- Explain the legal and ethical factors that apply to the sales process.

- Illustrate an understanding of the selling process through a sales presentation.

Major Topics to be Included

- Sales as part of the corporate marketing plan.
- The nature of relationship selling, negotiating and closing a sale.
- Application of theories, concepts, and principles to sales planning management.
- The use of technology in sales planning, locating customer/competitor information, sales management and sales presentations.
- Professional sales and communication techniques to establish credibility, trust, and long-term partnerships.
- Professional code of business and sales ethics.
- Demonstrating appropriate sales skills.

Optional Topics to be Included

- Advanced negotiation skill development in the sales process
- Selling to Federal Government and state agencies
- Sales mathematics