



# University of Management and Technology

## **School of Business and Economics**

Course Title: Selling Skills  
Course Code: MK-470  
Resource Person: Imran Sadiq  
Department: Marketing

### **SBE Vision**

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

### **SBE Mission**

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

### **Program Objectives of BBA**

- To hone participants' abilities through a well-developed and diversified program designed to equip graduates with essential leadership skills.
- To develop participants' expertise in order to increase their resourcefulness in better decision-making.
- To produce students who have well-rounded entrepreneurial skills - who not only have great ideas, but can also make things happen by starting their own ventures.
- To enhance the proficiency of the students and groom them to deal with the daily and complex business situations.

## **Course Objectives**

Selling provides the interface between the customer and the firm in which the customer has become pivotal to the success of business activities. The sales and marketer role is to develop an understanding of the customer and then use a variety of tools to design, promote and deliver attractive value packages. New media i.e. digital is influencing consumers and businesses. Relationship building has become a major commitment for many organizations to retain customer loyalties. This course introduces marketing concepts/terminologies and issues to the students from various perspectives. An opportunity to study several situations in which effective marketing strategies can be developed is provided through group discussion and case studies.

## **Learning Objectives**

After completion of the course the students should be able:

1. To describe and explain concepts, terminologies and issues in sales and marketing.
2. To provide an understanding and appreciating role of sales and marketing in managing a business hands on.
3. To be able to compete in Pakistan as well as in international markets.

## **Learning Outcomes**

Participants must have good grasp on different cases and scenarios which are used during semester for participant's hands on experience.

Participants should also have ability to present with boldness and confidence.

## **Teaching Methodology (List methodologies used –example are given below)**

Text book, handout/course-pack, reading materials (newspaper and magazine articles etc.), discussions, class activities, presentations, skill development exercises, quizzes etc.

## **STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK**

### **Class Policy:-**

- **Be On Time**  
You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.
- **Mobile Policy**  
**TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.
- **Email Policy**  
**READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.
- **Class Attendance Policy**  
A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the

opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

- **Withdraw Policy**

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.

- **Moodle**

UMT -LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk)

- **Harassment Policy**

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- **Use of Unfair Means/Honesty Policy**

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- **Plagiarism Policy**

All students are required to attach a "Turnitin" report on every assignment, big or small. Any student who attempts to bypass "Turnitin" will receive "F" grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat "Turnitin", he/she will receive a second "F" that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- **Communication of Results**

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

## Course Outline

Course code: MK-625 .

Course title: Sales & Sales Force Management

Program	Undergraduate
Credit Hours	3
Duration	15-weeks
Prerequisites (If any)	Nil
Resource Person Name and Email	Imran Sadiq <a href="mailto:imran.sadiq@umt.edu.pk">imran.sadiq@umt.edu.pk</a>
Counseling Timing (Room# )	
Contact no.	0305-4440646
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	<a href="mailto:Imran.sadiq@umt.edu.pk">Imran.sadiq@umt.edu.pk</a>

**Chairman/Director Programme signature.....Date.....**

**Dean's signature.....Date.....**

## **Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

<b>Marks Evaluation</b>	<b>Marks in percentage</b>
Quizzes	05%
Assignments	05%
Apprentice	10%
Case Analysis	10%
Sales Activity (UMT)	10%
Sales Activity (Field)	05%
Knowledge Café	10%
Project	05%
Presentations	10%
Class Participation	05%
Final exam	25%
Total	100%

## **Recommended Text Books:**

Selling and Sales Management 9th Edition (South Asian Perspective) by David Jobber & Geoffrey Lancaster.

## **Reference Books:**

**Helpful sites:** <http://www.quickmba.com/>, <http://www.atkinson.yorku.ca/~lripley/imsyllabus.htm#x>

Course: -----

-Course code: -----Book: -----

No	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment Criteria	Deadlines and Homework
1	Development & Role of Selling in Marketing	Identify the responsibilities of sales management and the role of selling as career	Know where selling fits into the marketing mix	Lecture/ Discussion	n/a	n/a
2	Sales Strategies	Understand the difference between sales & marketing strategies	Differentiate between Objectives, Strategies & Tactics	Lecture/ Discussion & Case	Asg#1: Case 1	1-week
3	Consumer & Organizational Buyer Behavior	Understand the different motivations of consumer & organizational buyer	Formulate strategies for approaching consumer & organizational buyers	Lecture/ Discussion & Case	Asg#2: Case 2	1-week
4	Sales Settings	Appreciate why channels are structured in different ways	Evaluate Push & Pull Promotional Strategies & Tactics	Lecture/ Discussion & Case	Asg#3: Case 3	1-week
5	International Selling	Understanding the key economic terms relating to international trade	How to organize for international selling & effects of worldwide sourcing & alliances	Lecture/ Discussion & Case	Asg#4: Case 4	1-week
6	Sales Responsibilities & Preparation	Itemize sales responsibilities	Understanding the importance of self-management in selling	Lecture/ Discussion & Case	Asg#5: Case 5	1-week
7	Personal Selling Skills	Distinguish the various phases of the selling process	Understand what is involved in the presentation & demonstration	Lecture/ Discussion & Case	Asg#6: Case 6	1-week

8	MID				MID-TERM	
9	Key Account Management	Understand what a key account is	Key success factors for key accounts	Lecture/ Discussion & Case	Asg#7: Case 7	1-week
10	Sales Field Activity				Sales Field Activity	
11	Relationship Selling	Relate to the ideas put forward by early quality practitioners	Understand the notion of reverse marketing & role of field salesperson	Lecture/ Discussion & Case	Asg#9: Case 8	1-week
12	Internet & IT Applications in Selling & Sales Management	Understanding how the internet impacts sales & marketing	How information technology can enable customer relationship management	Lecture/ Discussion & Case	Asg#10: Case 9	1-week
13	Motivation & Training	Understanding certain motivational theories in context of selling	Apply motivation in practice	Lecture/ Discussion & Case	Asg#11: Case 10	1-week
14	Sales Forecasting & Budgeting	Sales forecasting in the marketing planning system	Understand the qualitative & quantitative forecasting techniques	Lecture/ Discussion & Case	Asg#12: Case Revision	
15	Project Presentations				Project Presentation	