

**University of Management and Technology**

**Course Outline**

Course code.....MK 470...

Course title: Selling Skills

Program	BBA
Credit Hours	3
Duration	15 Weeks
Prerequisites	MK 210, MK 450
Resource Person	Zeeshan Shaukat
Counseling Timing (Room#        )	
Contact	

**Chairman/Director signature.....**

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

**Date.....**

### **Learning Objective:**

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 Methodology:**

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

### **Grade Evaluation Criteria**

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

#### **Marks Evaluation**

#### **Marks in percentage**

Quizzes	05%
Assignments	05%
Apprentice	10%
Case Analysis	10%
Sales Activity (UMT)	10%
B2C Sales Pitch	10%
B2B Sales Pitch	10%
Project	05%
Presentations	10%
Class Participation	05%
Final exam	20%
Total	100%

### **Recommended Text Books:**

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

### **Reference Books:**

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

## Calendar of Course contents to be covered during semester

Course code.....MK 470.....

Course title.....Selling Skills

<b>Week</b>	<b>Course Contents</b>	<b>Reference Chapter(s)</b>
1	Development & Role of Selling in Marketing Identify the responsibilities of sales management and the role of selling as career	
2	Sales Strategies Understand the difference between sales & marketing strategies	
3	Consumer & Organizational Buyer Behavior Understand the different motivations of consumer & organizational buyer	
4	Sales Settings Appreciate why channels are structured in different ways	
5	International Selling Understanding the key economic terms relating to international trade	
6	Sales Responsibilities & Preparation Itemize sales responsibilities	
7	Personal Selling Skills Distinguish the various phases of the selling process	
8	Midterm	
9	Key Account Management Understand what a key account is	

10	<p>Sales Field Activity</p> <p>Relate to the ideas put forward by early quality practitioners</p>	
11	<p>Relationship Selling</p> <p>Relate to the ideas put forward by early quality practitioners</p>	
12	<p>Internet &amp; IT Applications in Selling &amp; Sales Management</p> <p>Understanding how the internet impacts sales &amp; marketing</p>	
13	<p>Motivation &amp; Training</p> <p>Understanding certain motivational theories in context of selling</p>	
14	<p>Sales Forecasting &amp; Budgeting</p> <p>Sales forecasting in the marketing planning system</p>	
15	<p>Project and Presentations</p>	