



**COURSE PROFILE**  
**SUMMER SEMESTER-2016**  
**(MKT 724) SALES & SALESMANSHIP**

Level of Knowledge: Advanced knowledge.

Course Intention: The objective of the course is to cover various sales functions and the responsibilities, challenges, possibly of a sales person, in an integrated manner. The format of the course consists of lectures, case discussions, application exercises, projects, exams, and in- class group assignment and presentations.

Course Assessment:

<b>Item/Activity</b>	<b>Marks</b>
Work Sheet (Including Class Attendance & 2 Class Test)	25%
Assignments & Presentations	10%
Mid-term test	25%
Final examination	40%
<b>Total</b>	<b>100%</b>

Grading and Point System:

<b>Marks obtained (out of 100)</b>	<b>Letter Grade</b>		<b>Grade Point (4 point scale)</b>
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
less than 40%	F	(Fail)	0.0

Note: I (Incomplete) may also be used under the provision of VUB regulations.

DETAILED CONTENTS:

Lecture no. 1	Sales management and the business enterprise
Lecture no. 2	Sales management, personal selling, and salesmanship
Lecture no. 3	Setting personal-selling objectives
Lecture no. 4	Determining sales-related marketing policies
Lecture no. 5	Formulating personal-selling strategy
Lecture no. 6	<b>Presentation</b>
<b>MID TERM EXAM</b>	
Lecture no. 7	The effective sales executive
Lecture no. 8	The sales organization
Lecture no. 9	Sales department relations
Lecture no. 10	Distributive - network relations
Lecture no. 11	Personnel management in the selling field
Lecture no. 12	<b>Presentation</b>

**Text Book:**

Sales Management – Richard R. Still; Edward W. Cundiff; Norman A. P. Govoni

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