

Module Title:	Sales Management
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	The emphasis in this course is on "action learning". Class discussion and relevant case study material will be used to support the learner's application of the theory. Learners will also be expected to evaluate a sales team performance through analysing and presenting their recommendations on an in depth sales management case study.
Module Aim:	The aim of this module is to examine sales management theories in a modern sales and Marketing environment. Learners will research key developments in sales management including key account management and the impact of digital technology on sales and selling internationally.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Examine modern selling and sales management concepts, techniques, strategies, and theories across different organisations.
LO2	Examine and consider the essential contribution key account management and relationship management play in modern business selling to changing customer journeys.
LO3	Analyze the key sales management tasks of salesperson selection, recruitment, motivation, organisation and evaluation. Analyse the impact of IT and International sales on Sales Management
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to Selling and Sales Management

• Environmental, managerial and technical forces impacting on sales • The relationship between the marketing and sales function • Relationship Selling / Key Account Management.

Salesforce planning, organisation and design

• Recruitment and Selection • Training, Motivation and Compensation • Salesforce organisation, Leadership and Evaluation

International Selling

• Key differences in International Selling • Customs & Cultures

Information Technology in Sales

The impact of new technologies on sales. Evaluation of CRM (customer relationship management)

Legal and Ethical Issues

Unethical sales behaviour, law and legal issues, management of unethical behaviour.

Sales Forecasting and budgeting.

Levels of forecasting, Designing and managing budgets.

Assessment Breakdown	%
Continuous Assessment	30.00%
Project	70.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	In class Sales Management Case Study preparation and analysis exam	3	30.00	Week 22

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners develop a sales strategy for a company by undertaking research on the company's approach to sales management including; key account management, international selling and implementing digital solutions into the sales function to deliver customer value.	1,2,3	70.00	Sem 2 End

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	Bachelor of Business in Marketing	6	Group Elective 3
CW_BRLMB_B	Bachelor of Business(Honours) in Management	3	Elective
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	8	Elective