

Course unit title:	Personal Selling and Sales Management										
Course unit code:	MKT 325										
Type of course unit:	Optional										
Level of course unit:	Bachelor (1st Cycle)										
Year of study:	3										
Semester when the unit is delivered:	1 or 2										
Number of ECTS credits allocated :	6										
Name of lecturer(s):	Ms. Maria Constantinou										
Learning outcomes of the course unit:	<ul style="list-style-type: none"> • Explain and apply the concept of the sales process and sales management. • Appreciate the importance and value of personal selling as an essential promotional tool and distinguish between sales and marketing. • Apply the personal selling process in business-to-consumers (B2C) and business-to-business (B2B) settings. • Express the importance of customer relation management (CRM) in the personal selling process. • Explain the role of technology in managing the overall sales effort of the company. • Apply the personal selling and sales management knowledge and skills. 										
Mode of delivery:	Face-to-face										
Prerequisites:	None										
Recommended optional program components:	None										
Course contents:	This course aims to help students apply the personal selling and sales management knowledge and skills. In addition, students will become aware of all the issues and complexities involved in managing the sales force of a company.										
Recommended and/or required reading:	<p>Textbook</p> <p>Jobber, D. (2006). <u>Selling and Sales Management</u>. 7th ed. Prentice Hall.</p> <p>Recommended reading(s):</p> <p>Manning, G. and Reece, B. (2004). <u>Selling Today</u>. 9th ed. Pearson Education.</p>										
Planned learning activities and teaching methods:	Through lectures, case study analysis and class discussion students are expected to enhance both the theoretical, as well as the applied knowledge on the various personal selling and sales management issues.										
Assessment methods and criteria:	<table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Oral Presentation</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Assignment</td> <td style="text-align: right;">6%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Oral Presentation	4%	Class Participation	5%	Assignment	6%	Midterm Examination	15%	Final Examination	70%
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Language of instruction:	English										
Work placement(s):	No										