



BUSINESS SCHOOL  
Te Kura Pakihi

## Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2024

### MART304 Sales and Sales Management

#### **Paper Description and Aims**

This paper introduces the theories and practices of sales and sales management. It aims to teach students to integrate sales skills and sales management concepts within the marketing function.

**Semester One**

**0.15 EFTS**

**18 points**

**Prerequisites:** Two of (MART201, 202, 203) or two of (MART201, 210, 211, 212)

#### **Teaching Staff**

##### **Paper Coordinator**

Name: Dr Mathew Parackal  
Office: OBS 4.35  
Email: [mathew.parackal@otago.ac.nz](mailto:mathew.parackal@otago.ac.nz)  
Office Hours: Mondays 3:00 pm to 5:00 pm

You should contact Dr Mathew Parackal with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

**Expectations for Staff Response Time to Email Enquiries** – 9 am to 5 pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5 pm Friday and 9 am Monday.

#### **Paper Delivery**

Lecture Day/Time: **Mondays 1:00-3:00 pm**

Room: Refer to the timetable on eVision

Tutorials Day/Time: Refer to your timetable on eVision

Every week students must attend one 100-minute lecture. There are four tutorials, each lasting 100 minutes. Students must attend the tutorials to participate in the reflection assessment.

**Lectures** present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

**Tutorials** are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the **second** week of the semester. Students will be allocated to tutorials and will be available in eVision.

**Calendar** The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

*Students are expected to prepare for and attend all classes to gain full benefit from the course.*

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

### **Expectations and Workload**

MART304 is an 18-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

### **Textbook Information**

- SPIN Selling by Neil Rackham
- Customer relationship management: concepts and technologies by Francis Buttle, Francis., (2nd ed.). Oxford: Butterworth-Heinemann.
- Writing guidelines for business students by Lisa Emerson (3rd ed.). Southbank, Vic:
- Critical Reasoning - A practical introduction by Anne Thomson
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### **Calendar**

Week	Week Commencing*	Topic	Due dates
1	26 Feb	Introduction	
2	4 March	Prospecting	
3	11 March	Planning a sales call	
4	18 March	Customer relationship management	Discussion document – due week beginning 18 March in tutorials
5	25 March	Territory management	
29 <sup>th</sup> March Good Friday			

<b>1<sup>st</sup> – 5<sup>th</sup> April Mid Semester Break</b> <b>2nd April Otago Anniversary Day observed</b>			
6	8 April	Sales motivation	Sales Meeting takes place week beginning 8 April in tutor's office
7	15 April	Sales leadership	
8	22 April (25th Anzac Day Observed– No Classes)	Active listening	
9	29 April	Sales performance & incentives	Sales Plan – 29 April
10	6 May	Sales forecasting	
11	13 May	Sales ethics	
12	20 May	Guest lecture	
13	27 May	Exam review	

**\* First week of Semester 1 is ACADEMIC WEEK 9**

**Lectures end Friday 31 May**

**University Exam Period First Semester Begins Wednesday 5 June**

**Ends Wednesday 19 June**

## **Assessment**

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this paper
Sales Concept <ul style="list-style-type: none"> <li>• Discussion Document for the sales meeting</li> <li>• Presentation in a sales meeting</li> </ul>	Week beginning 18 March 2024, in tutorials	10	Yes
	Week beginning 8 April 2024, in Tutorials	10	Yes
Sales Plan	5:00pm, 29 April 2024	20	Yes
Quiz (4 x 2.5%)	See Blackboard for further information	10	Yes
Final exam	TBA	50	Yes

## Paper Requirements

To be eligible to sit the final examinations, ALL pieces of assessment must be completed.

## Assessment Format

### 1. Sales Concept (20%)

Students will work in teams of four. Teams will develop a sales concept for a client. The concept is to be formally presented to the client and tutor (management team) in a sales meeting. Before the meeting, teams will be required to prepare and submit a Discussion Document for the sales meeting, outlining the sales concept, the value it offers, an appropriate sales strategy and the target market for selling the concept (Maximum two pages) (10%). This document is due in the tutorials in the week beginning **18 March 2024**. Following the submission, teams will attend the sales meeting with the management during the tutorial time in the week beginning on **8 April**. This meeting will be held in the tutor's office. In this meeting, teams will present their sales concept, outlining the target market, the size of the market and a strategy to access the target market (Maximum four slides) (10%). The teams are responsible for recording the sales meeting minutes, which must be included in the appendix of the Sales plan.

### 2. Sales Plan (20%)

Following the sales meeting, teams will be required to prepare a Sales Plan. They must address the recommendations made by the management in the sales plan. The minutes of the sales meeting, showing the recommendations must be included in the sales plan. The sales plan is due on **29 April 2024**. An electronic copy of the plan is to be submitted to the dropbox on Blackboard by 5:00 pm.

### 3. Quiz 10% (4 x 2.5%)

There will be a total of four online quizzes that will take place on Blackboard. Out of these, three will be exit quizzes, attached to the first three tutorials. The exit quizzes will be held at the end of the respective tutorial session. Students will only be eligible to do the quiz if they attend the respective tutorial. The questions in the exit quizzes will be based on the material covered in the lecture and tutorial of that week. The fourth quiz is open to all and will be held at the end of the last lecture. This quiz will be based on all the materials covered in the course.

## Referencing Style

For this paper the referencing style is *APA*. Style guides are available on the University Library website:

<https://www.otago.ac.nz/library/referencing/index.html>

## Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

## Group Work

If you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

## Learning Outcomes

Learning Outcome	Sales concept	Sales presentation	Sales plan	Online Quiz (4 x 2.5%)	Exam
Integrate knowledge of marketing and managerial skills into sales practices	✓	✓	✓	✓	✓
Design a sales plan	✓		✓		✓
Interpersonal communication skills	✓	✓	✓		
Recognise the ethical issues of sales	✓		✓		
Creativity and problem-solving skills	✓	✓	✓		✓
Critical evaluation of sales concepts and theories	✓	✓	✓	✓	
<b>Total</b>	10%	10%	20%	10%	50%

## Academic Integrity

**Students should ensure that all submitted work is their own.** Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

The use of Generative Pre-trained Transformers such as ChatGBT and Bard to write assessments is not permitted in this course. Any student found using such tools for writing their assessments shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use AI detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

### **Concerns about the Paper**

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid in resolution. For further advice or more information on these, contact the Departmental Administrator or Head of Department.

### **Disclaimer**

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.