

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi

2026

MART304 Sales and Sales Management

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

This paper introduces the theories and practices of sales and sales management. It aims to help students integrate sales skills and management concepts within the broader marketing function. MART304 is a hands-on course that teaches students the principles of selling while developing essential life skills for careers in sales. What makes this paper unique is the opportunity for real-world experience. Students will work with an actual client and pitch their sales solutions directly. The projects and experiences gained in this course provide valuable content for showcasing students' sales abilities to future employers, well beyond the classroom.

Semester One

0.15 EFTS

18 points

Prerequisites: 54 200-level points

Teaching Staff | *Kaiako*

Lecturer/Course Coordinator

Name: Dr Mathew Parackal
Office: OBS4.35
Email: mathew.parackal@otago.ac.nz
Office Hours: Tuesday 4:00-5:00 pm

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

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

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Mondays, 3:00 – 5:00 pm

Room: Please refer to your eVision timetable

Workshops Day/Time: Please refer to your eVision timetable

Every week students must attend one 110-minute lecture and one 110-minute workshop when scheduled.

Lectures

MART304 employs a multifaceted learning strategy seamlessly woven together with lectures, interactions, and contributions from industry partners. There will be reading materials accompany each lecture topic available on Aoroa. It is crucial that students read the materials to complete their learning journey.

Students must attend all lectures in person and keep up with the readings to perform well in this course. It is crucial students immerse themselves in the learning experience to acquire a comprehensive understanding of Sales and nurture their personal development.

The quizzes, part of the continuous assessment, will be held via Aoroa during the lectures

Workshops

The workshops are built around the task the client assigns. The task is broken into sub-tasks that are aligned with the assessments. These workshops are opportunities to further understand and put to practice the different skills and sales concepts taught in this course. Participating in the workshops will help you develop the problem-solving and critical thinking skills and values to excel in the course assessments and future professional life.

Students are expected to be on time. The quizzes, part of the continuous assessment, will be held via Aoroa during the workshops.

Workshops begin in the second week of semester. You will be allocated to a workshop, and this will be available in eVision.

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

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 Aoroa 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 | *Te Nui o te Mahi*

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, workshops assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Hours	Item	Breakdown
26	Lecture classes	13 x 2-hour classes
26	Lecture class preparation: pre-reading and activities	26 x 60-minutes reading and preparation (approximately 1 hour per 2-hour class)
26	Lecture related study and review	26 x 60-minutes (approximately 1 hour per 2-hour class)
8	Workshops	4 x 2-hour participation
4	Help sessions for preparation of the sales plan	2 x 2-hour work to review and prepare for workshop activities
26	Sales plan	Team meetings, research, discussion and writing
26	Sales meeting (Presentation to the client)	Team meetings, research, discussion, concept development, writing the discussion document, practicing presenting to the client
6	Quizzes	6x1 hr preparing for the quiz
30	Final exam preparation	Revision/review of lecture notes and previously read textbook chapters, plus lecture recording viewing.
2	Final exam	On a date to be scheduled by the University exam system
180 total		

Textbook Information | *Pukapuka Kaupapa*

Recommended Textbooks

- 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

Lecture readings will be made available on Aoroa.

Calendar | *Maramataka*

Week	Week Commencing*	Topic	Workshop	Important dates
1	23 Feb	Introduction		
2	2 March	Client presentation	1	Group registration Quiz #1 in workshop
3	9 March	Prospecting	2	Quiz #2 in workshop
4	16 March	Lead score matrix	3	Discussion Document due in workshop Quiz #3 in workshop
5	23 March	Planning a sales call		
6	30 March	Sales presentation		
Mid Semester Break 6 April – 12 April				
7	13 April	Sales territory management	4	Sales Meeting in the Course Leader's office (OBS4.35)
8	20 April	Sales leadership		Quiz #4 in lecture
9	27 April	Anzac Day Observed – No Lecture		
10	4 May	Sales performance		Sales Plan 4 May at 5:00 pm
11	11 May	Sales Ethics		Quiz #5 in lecture
12	18 May	Client debriefing		
13	25 May	Exam review		Quiz #6 in lecture

*** First week of Semester 1 is ACADEMIC WEEK 9**
Lectures end Friday 29 May
University Exam Period First Semester Begins Wednesday 3 June until
Wednesday 17 June.

Assessment | Aromatawai

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 Aoroa. *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 course
Sales Concept (Group assessment) <ul style="list-style-type: none">Discussion Document	Week beginning 16 March 2026 in workshops	10	TERMS REQUIREMENTS In order to be eligible to sit the final exam, students MUST complete ALL pieces of assessment AND achieve an overall mark of at least 50% for internal assessment.
<ul style="list-style-type: none">Sales meeting	Week beginning 13 April 2026 in OBS4.35	10	
Sales Plan (Group assessment)	5:00pm, 4 May 2026	20	
Quiz (highest 4 out of 6 x 2.5%) (Individual assessment)	Refer to the Calendar	10	
Final exam	TBA	50	

Course Requirements

In order to be eligible to sit the final exam, students **MUST** complete ALL pieces of assessment **AND** achieve an overall mark of 50% for internal assessment.

Assessment Format

Discussion Document (10%)

Students will work in teams of four to develop a sales concept for a client. This concept will be formally presented to the client and the course leader (acting as the management team) in a sales meeting. Prior to the meeting, each team must prepare and submit a Discussion Document to be tabled at the meeting. The document must outline the following four points:

- Outline the proposed sales concept
- Define the target market
- Estimate the market size
- Propose a unique sales proposition tailored to the target market

The Discussion Document must not exceed two pages. A template for preparing the Discussion Document will be provided. The Discussion Document is due in the workshops in the week commencing **16 March 2026**.

Sales Meeting (10%)

Following the submission of the Discussion Document, teams will attend a sales meeting with the management team during workshop time in the week commencing **13 April 2026**.

The meeting will take place in the course leader's office. Teams will discuss their sales concept and collect feedback from the management team. The meet must cover the following details about the sales concept:

- Target market
- Market size
- Unique sales proposition

Teams are responsible for recording the meeting minutes, which must be included as an appendix in the Sales Plan.

Sales Plan (20%)

After the sales meeting, teams will finalise their Sales Plans. A draft Sales Plan, based on the Discussion Document, will be provided to the teams. Each team must review the draft, correct any flaws, and adapt it to make the document their own, ensuring it is professionally prepared for presentation to the client. The minutes of the sales meeting, reflecting agreed changes, must be included in the Sales Plan. Due: **4 May 2026, by 5:00 pm**. Submit an electronic copy to the Aoroa drop box.

Quizzes (10%)

The course has continuous assessment carried out throughout the semester. This continuous assessment comprises **six quizzes**. The marks from the **top four quizzes**, each worth **2.5%**, will count towards 10% of the final grade. Students must complete **all six quizzes** to have their best four marks considered. Quizzes will take place at the end of workshops and lectures and must be completed in Aoroa. Questions for the quizzes will be based on materials covered in the previous week's lecture and workshop.

Referencing Style

For this course 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. 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 your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Aoroa.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Discussion Document	Sales Meeting	Sales Plan	Quizzes (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	☑	☑	☑	☑	
Total	10%	10%	20%	10%	50%

Academic Integrity | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own.

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper coordinator.

For further information on academic integrity at Otago:

Academic Integrity Policy

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

Student Academic Misconduct Procedures

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

A note about Artificial Intelligence: In MART304 the use of artificial intelligence is prohibited. Due to the type of learning required, the specific skills and tasks in this paper will expect you (or your teams) to autonomously undertake the work. Any use of an artificial intelligence tool would inhibit your ability to achieve workplace-level competency and would breach academic integrity standards for this paper.

For further information on artificial intelligence at Otago:

Use of Generative-Artificial Intelligences and Autonomous Content Generation in Learning and Teaching Policy

<https://www.otago.ac.nz/administration/policies/policy-collection/use-of-generative-artificial-intelligences-and-autonomous-content-generation-in-learning-and-teaching-policy>

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer | *Kupu Whakatonu*

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 Aoroa. Students are encouraged to check Aoroa regularly. It is the student's responsibility to be informed.