

Virginia Western Community College
MKT 215
Sales and Marketing Management

Prerequisites

None

Course Description

Emphasizes the relationship of professional sales skills and marketing management techniques. Demonstrates the use of the Internet to enhance marketing. Studies legal and ethical considerations.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials**Textbook:**

Sales – Online & Offline, Create Publisher: Create, McGraw-Hill Website, Copyright 2015, ISBN 9781308522807

Other Required Materials:

None

Course Outcomes

At the completion of this course, the student should be able to:

1. Define personal selling and discuss personal selling as it relates to the marketing concept.
2. Describe the rewarding aspects of personal selling careers, emerging career opportunities and how selling is intrinsic in all positions in the business world.
3. Identify ethical dilemmas in the role of the personal salesperson and emphasize the role of ethics in relationship building.
4. Classify the style, buying behaviors and decision making processes of prospective customers.
5. Develop a helpful database of knowledge of players in the sales process: customers, products and technologies.
6. Generate effective presentations by establishing sound processes in prospecting, planning, presentation methods, welcoming objections, relationship building and servicing.
7. Prepare and give a sales presentation by visually, verbally and nonverbally communicating a message.

Topical Description

Topic	Chapter	
Personal Selling and Sales Management	1	
Prospecting	2	
Planning the sales call is a must!	3	
Carefully select which sales presentation method to use	4	
Begin your presentation strategically	5	
Elements of a great sales presentation	6	
Managing multi-tasking web marketing	7	
Social media marketing	8	
Lock in sales with LinkedIn	9	
Search engine optimization	10	
How to get results with twitter	11	
The role of facebook in business development	12	
Attracting attention to your online presence	13	
How to communicate with prospects online and offline	14	
Building a web marketing foundation	15	
Planning the web site	16	
Building a web site	17	
Content marketing	18	
Blogging	19	
Web analytics	20	
Online advertising/search engine marketing	21	
Email marketing	22	
Online public relations	23	

Notes to Instructors

None