



FACULTY OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	2
Module Code	MRKT-0130 - 321 / 422		
Learning Module	Sales Management		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Dr Joyce Tam	Email	fytam@mpu.edu.mo
Office	Room M533, Meng Tak Building	Office Phone	8599 3313

MODULE DESCRIPTION

This course focuses on learning what the sales force can do, how to form the most effective one possible, and how to wield it to best advantage. It leads to an understanding of the selection of a sales force, motivation, territory design, and evaluating performance.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	explain the development and trends of strategic planning and sales management;
M2.	assess customers and markets;
M3.	explain the relevant theories of sales management and goals setting;
M4.	assess the process and techniques of sales management and sales leadership;
M5.	relate and apply the knowledge learned in the course to the group project.

These ILOs aim to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5
1. Explain the core concepts, values and skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓	✓	✓	✓	✓
2. Apply appropriate tools and technologies				✓	



- Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.					
3. Proceed lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.					✓
4. Adopt leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.					✓
5. Demonstrate and practice legal and ethical values - Students are able to identify professional ethics from broad business practices.			✓		
6. Effective communication skills - Students are able to communicate and present ideas effectively.					✓
7. Critical thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.					✓
8. Intercultural competence - Students are competent to associate in a diversified social and global community.					

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Chapter 1. The role of selling	3.0 hrs
2	Chapter 3. Sales and marketing planning	3.0 hrs
3	Chapter 5. Sales contexts and customer management	3.0 hrs
4	Chapter 6. Law and issues**	3.0 hrs
5	Chapter 7. Sales responsibilities and preparation	3.0 hrs
6	Mid-term	3.0 hrs
7	Chapter 8. Personal selling skills	3.0 hrs
8	Chapter 9. Key account management	3.0 hrs
9	Chapter 10. Relationship selling	3.0 hrs
10	Chapter 11. Multi-channel selling	3.0 hrs
11	Chapter 12. Sales management and technology	3.0 hrs
12	Chapter 13. Recruitment and selection	3.0 hrs
13	Chapter 14. Motivation and training	3.0 hrs
14	Project presentation	3.0 hrs



15	Final assessment	3.0 hrs
	Total:	45 hrs

*** From textbook: David Jobber and Geoffrey Lancaster, 2015, Selling and Sales Management, 10/E, Pearson.*

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6
T1. Interactive lectures	✓	✓	✓	✓	✓	✓
T2. In-class exercises	✓	✓	✓	✓	✓	✓
T3. Assignments	✓	✓	✓	✓	✓	✓
T4. Case studies	✓	✓	✓	✓	✓	✓
T5. Group discussions				✓		

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Assignments / projects	30%	T1,2,3,4,5
A2. Midterm (Chapters 1, 3, 4, 5, 7)	20%	T1,2,3,4
A3. Final assessment (Chapters 8, 9, 11, 12, 15, 16)	50%	T1,2,3,4
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



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MARKING SCHEME

[Insert marking scheme]

REQUIRED READINGS

David Jobber and Geoffrey Lancaster, 2019, Selling and Sales Management, 11/E, Pearson.

REFERENCES

William L. Cron and Thomas E. DeCarlo, 2010, Sales Management: Concepts & Cases, 10/E, Wiley.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.