



Career Development Department

Sales Management

Because the role of sales management professionals is multidisciplinary, the sales management program builds knowledge and skills through an Achievement Certificate in Sales and Marketing, as well as the Career Certificate in Sales Management. The career certificate aims at giving insight into the profession of selling and learning a sales manager's primary responsibilities: (1) setting goals for a sales force; (2) planning, budgeting and organizing a program to achieve those goals; (3) implementing the program and (4) controlling and evaluating the results.

Admission Requirements:

1. Applicants must obtain the score for level ENGGGB1A on the SEPT.
2. Applicants must have basic computer literacy.

Certificate of Achievement in Sales and Marketing

Code	Title	CEUs*	Prerequisite (s)
SBSM101	Principles of Marketing	3	None
SBSM102	Consumer Behavior	3	None
SBSM103	Professional Selling Skills	3	None

Career Certificate in Sales Management

Code	Title	CEUs*	Prerequisite (s)
SBSM205	Sales Management and Forecasting	3	Achievement Certificate
SBSM105	Contemporary Management	3	Achievement Certificate
SBSM301	Negotiation Skills	3	Achievement Certificate

* Continuing Education Unit equals 10 contact hours.

Learners are assessed throughout the term by tests, quizzes, assignments, projects or other means of evaluation. End-of-term achievement tests measure learners' overall performance in the course. The final grade in each course is based on learners' performance on continual assessment measures and the final test. Final course grades are NOT based on attendance, since in accordance with SCE's attendance policy, learners must attend at least 75 percent of the class sessions in order to be allowed to take the final examination.



Sales Management Course Description

SBSM101 Principles of Marketing

This course is designed to cover the basic concepts relating to the formulation and use of marketing strategies for products, the channels of distribution, the promotion techniques and price. Topics covered will include marketing process, creating customer value, analyzing the marketing environment, marketing cycle, and use of the marketing mix.

SBSM102 Consumer Behavior

This course explores the fundamentals of consumer buying behavior. Subject matter will include consumers in the market place, consumers as individuals, personality and life style, consumers as decision makers, consumers' culture and subculture.

SBSM103 Professional Selling Skills

This course explains the scientific methods of salesmanship analysis of prospects, selling steps, benefits concepts, and selection and recognition of individuals' values. The course topics cover developing a personal selling philosophy and relations, product and presentation strategies.

SBSM205 Sales Management and Forecasting

This course is designed to prepare learners to become effective sales managers in today's hyper competitive economy. The topics cover: strategic planning, exploring data patterns and choosing forecasting techniques, analyzing customer and markets, designing and developing the sales force, process management and measurement analysis.

SBSM105 Contemporary Management

The course aims at engaging learners with current issues in management and exploring their implications for public and community sector organizations. Drawing on organizational theories and research, it aims at assisting learners to develop frameworks and skills for analysis of organizational context, management practices and personal actions. Topics to be covered in class and through learners' self-directed learning management.

SBSM301 Negotiation Skills

This course develops skills for more effective negotiation both inside and outside the organization. The learners acquire and work with some of the most effective techniques used by today's outstanding negotiators. Topics will cover negotiation and its components, personality and conflict, negotiation styles, communicating in negotiation, culture and gender differences, principles of persuasion, rules of negotiation, common mistakes, alternative styles, strategies and techniques of negotiation.