



Kuwait University
College of Business Administration
<Management & Marketing Department >



Course Syllabus
Spring 2022-2023
<Dr. Tarek B. Arafa>
<325 - Personal Selling>

Lecture Time and Location: (13:00-13:50) at room C1-1021.
DEPT of Management and marketing

Contact Information:

Location : Dept. of Management & Marketing

Email arafa@cba.edu.kw

Office shadadiya

Office Hours 12:00-1:00 pm Days Sunday, Tuesday, Thursday

Teaching Assistant:

Name: TBA

Location: Department of Management & marketing

Email:

Office Hours:

Course Description:

This course will examine the nature of selling and how it plays a critical role in marketing success it will provide a knowledge base that will allow students to be able to manage sales territories and provide them with a set of unique tools for developing and building successful sales careers.

Course objectives:

This course is a study of the skills needed to develop and manage a long-term relationship with customers and suppliers. Emphasis are placed on relationship selling, presentation, prospecting, handling objectives and closing techniques with consideration given to differences in the global market place. The course is designed to teach students how to formulate, implement, and evaluate a sales program. The focus of the course is on the management of a sales program and sales people; however, personal selling will be introduced and integrated in the syllabus.



Kuwait University
College of Business Administration
<Management & Marketing Department >



Course Learning Outcomes:

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus. The numbers in parenthesis indicate to which specific learning goal the outcome relates.

Upon successful completion of the course, students will be able to:

1. Searching for and calling upon customers who have not purchased from the company
2. Identify the current and prospective problems that may face customers
3. Negotiate and overcome customers objections to conclude a sale
4. Dealing effectively and efficiently with different types of customers.

Required Material:

Textbook:

- David Jobber and Geoff Lancaster “ selling and sales management “ 11th edition 2019, Person
- Stanton & Rich, Management of sales force, 12th edition, Irwin / Mc Graw-Hill, Spiro
- Rolph E. Anderson, Alan J. Dubinsky, Rajiv Mehta “ Personal selling: Building customer, Relationships, 2nd edition.

Additional Material:

E-Learning System: Search for material that address specific issues of interest

Course Website:

Course Requirements and Policies:

Individual Assignments: 3 quizzes

In-Class Tests: Two midterm exams and a final exam. These tests will assess the comprehension and ability to demonstrate the student’s understanding.

Participation: Very much encouraged

Class Preparation – Readings, Videos, and Online Quizzes:

Attendance and Participation: Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:



Kuwait University
College of Business Administration
<Management & Marketing Department >



http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

Cheating and Plagiarism: Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

Writing Style: Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

Grading:

The scores in this course will be the weighted average of the following items:

Weight	Description
20%	First midterm (9/3/2022) The student is allowed to take the exam once
20%	Second midterm (13/4/2022) The student is allowed to take the exam once
20%	The quizzes and written assignment
40%	The final exam
100%	TOTAL



Kuwait University
College of Business Administration
<Management & Marketing Department >



Grade Distribution:

Grade	Range
A	≥ 95
A-	≥ 90 and < 95
B+	≥ 87 and < 90
B	≥ 83 and < 87
B-	≥ 80 and < 83
C+	≥ 77 and < 80
C	≥ 73 and < 77
C-	≥ 70 and < 73
D+	≥ 65 and < 70
D	≥ 60 and < 65
F	< 60



Kuwait University
College of Business Administration
<Management & Marketing Department >



Course Outline:

Title	Topics
Week1	Development and role of selling in marketing <ul style="list-style-type: none"> - The nature and role of selling - Characteristics of Modern selling - Types of selling - Selling as a career
Week2	Sales and marketing planning: <ul style="list-style-type: none"> - The nature of the sales planning process - Situation of analysis / marketing audit - Strengths / Weaknesses, Opportunities and Threats - Determine sales and market potential and forecast sales
Week3	The place of selling in the marketing plan <ul style="list-style-type: none"> - The contribution of the sales function to the marketing plan - Influence of marketing plan on sales activities - Coordinating promotional efforts
Week4	Environmental forces and sales setting <ul style="list-style-type: none"> - Behavioral forces - Technological forces - Managerial forces
Week5	Sales forecasting: <ul style="list-style-type: none"> - Forecasting market demand - Methods of sales forecasting - Time series analysis - Statistical projection methods - Importance of sales forecasting
Week6	Sales channels: <ul style="list-style-type: none"> - Logistic or physical distribution management - Selecting/reappraising sales channel - Characteristics of sales channels - Industrial/ commercial/ public authority selling



Kuwait University
College of Business Administration
<Management & Marketing Department >



Week7	<p>Sales responsibilities:</p> <ul style="list-style-type: none"> - Secondary responsibilities - Prospecting - Database and knowledge managers - Self – management - Handling complaints - Providing services
Week8	<p>Primary responsibilities</p> <ul style="list-style-type: none"> - Sales negotiation - Pure selling - Factors influence pure selling and sales negotiation
Week9	<p>The selling process: Presentation and Demonstration:</p> <ul style="list-style-type: none"> - Need analysis - Preparation - Selling Aids - The opening - Presentation - Demonstration - Ways of reducing risk
Week10	<p>The selling process : dealing with objections:</p> <ul style="list-style-type: none"> - Types of objections - How to deal with objections
Week11	<p>The selling process: Negotiation</p> <ul style="list-style-type: none"> - Outlines of successful sales negotiation - Behavioral skills for negotiation success
Week12	<p>The selling process: closing the sale:</p> <ul style="list-style-type: none"> - Successful techniques for closing the sales - Post decision processing - Post-sale services
Week13	<p>The selling process: follow-up:</p> <ul style="list-style-type: none"> - Ethics in selling - Legal issues in selling