

**Curriculum Map**  
**Department of Marketing and Economics**  
**Sales Management**

		<b>Student Learning Outcomes</b>		
		<b>Content</b>	<b>Critical Thinking</b>	<b>Communication</b>
<b>Course title</b>	<b>Course number</b>	<i>Understand the function of Marketing, Sales Management, and Professional Selling in business and personal strategy</i>	<i>Analyze the skills and tactics appropriate to objective achievements as an individual and within a team</i>	<i>Apply the principles of the courses to effectively present ideas in written and verbal formats</i>
<i>Required</i>				
Marketing Fundamentals	MAR 3023	Become familiar with the terms, definitions, concepts, and applications of marketing. Direct measure: Course examinations	Understand the marketing process and how it satisfies customer needs in a mutually beneficial exchange. Direct measure: Analysis of complex marketing situations presented in course examinations	<b>X</b>
Sales Management	MAR 4403	Understand the components of effective management in organizations: Personal management style, leadership, and empowerment. Direct measure: Course examinations	Discover the characteristics of a successful organization which motivates and achieves positive results through its employees. Direct measure: Analysis of complex management situations through case studies	Direct measure: In-class presentation of case study analysis. Written paper describing innovative marketing management
Professional Selling Methods	MAR 4412	Become proficient in the skills and techniques of successful sales professionals: Relationships, persuasion, communication, and negotiation. Direct measure: Course examinations	Learn how to control the atmosphere and achieve your objectives in both business and social situations. Direct measure: Analysis of complex selling and negotiating situations through class exercises and case studies	Direct measure: In-class role plays of a selling situation, playing either the salesperson or prospect. Posting an on-line article at ezinearticles.com
<i>One of the following</i>				
Elective 3/4000	MAR			