



B.Com Honours

Semester 3

Calicut University

SALES MANAGEMENT

Course Code: COM3FM207 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM3FM207

Course Title: SALES MANAGEMENT

Course Type: MINOR

Academic Level: 200-299

Credits: 4 Credits

Course Summary: This course provides a comprehensive understanding of sales management, covering topics such as the role of sales management, marketing strategy development, personal selling techniques, theories of selling, and essential personal selling skills. Students will learn the fundamentals of sales administration, including quota setting, sales team formation, and territory design, equipping them with the knowledge and skills necessary to excel in sales roles.

Module I: II PERSONAL SELLING SKILLS

- **Unit 10:** .1 Negotiation – Communication – Listening Skills
- **Unit 3:** Presentation & Demonstration Skills
- **Unit 3:** Body Language – Space, Moments, Eye Contacts & Postures
- **Unit 3:** Follow-up Calls – Writing Effective Sales Letters, E-Mail, SMS

Module I: n sales management. References

- **Unit 1:** William L. Cron, Thomas E. Decarlo, Sales Management: Concepts and Cases, 10 th ed,Wiley.
- **Unit 2:** Stanton, Buskirk and Spiro: Management of a Sales Force,Irwin Publishers.
- **Unit 3:** Pradip Mallik, Sales Management, Oxford University Press.
- **Unit 4:** Charles Futrell: ABC's of Selling, Irwin Publishers.
- **Unit 5:** Anderson, Hair and Bush: Professional Sales Management, McGraw Hill International editions.
- **Unit 4:** William J Stanton, Fundamentals of Marketing, Mc Graw Hill Publishing Co,New York
- **Unit 5:** Lamb. Hair, McDaniel, Marketing,Cengage Learning Inc USA.
- **Unit 6:** Rayport,Jeffrey Fand Jaworksi.Bernard J, Introduction to E- Commerce,Tata McGraw Hill,New Delhi
- **Unit 27:** Course CodeCOM8MN307 Course TitleDIGITAL MARKETING Type of CourseMinor SemesterIII Academic Level200-299 Course Details Credit Lecture per week Tutorial per week Practical per week Total Hours
- **Unit 44:** -60 Pre-requisitesA basic understanding of various concepts and principles of marketing. Course Summary This course gives an overview of digital marketing including social media marketing and its challenges. This course aims to prepare

Module I: mportance of a website as a central element in digital marketing

- **Unit 3:** 3 strategies

Module I: V Legal and Ethical Considerations

- **Unit 1:** Legal considerations and regulations relevant to digital marketing practices
- **Unit 3:** Ethical Considerations in Digital Marketing Practices
- **Unit 3:** Content marketing tools and platforms
- **Unit 4:** Concept of Influencer Marketing
- **Unit 5:** An overview of digital payment system
- **Unit 6:** Legal and Ethical Issues in Digital Payments: Addressing legal and ethical concerns related to digital payment systems

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