

Selling and Advertising Management 502311

Al al-Bayt University

Faculty of Finance and Business
Department of Business Administration

Instructor Name: Dr. Abdullah Al-Adamat
Assistant Professor of Marketing Management

Overview:

The goal of the Sales and Advertising Management course is to examine the elements of an effective sales and advertising force as two key components of the organization's total marketing effort. The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals.

Objectives of the course:

- Discuss the role of a company's salespeople in creating value for customers and building customer relationships.
- Identify and explain the six major sales force management steps.
- Discuss the personal selling process, distinguishing between transaction-oriented marketing and relationship marketing.
- Explain how sales promotion campaigns are implemented.
- Define the role of advertising in the promotion mix.
- Describe the major decisions involved in developing an advertising program.
- Define the role of public relations in the promotion mix.
- Explain how companies use public relations to communicate with their publics.

Topics:

1. An Overview of Marketing (Week 1-3)
Why is marketing important? What is the scope of marketing? What are some core marketing concepts? How has marketing management changed in recent years? What are the tasks necessary for successful marketing management?
2. Personal Selling (Week 4)
The nature of personal selling. The role of the sales force.
First Exam (Week 5)
3. Managing the Sales Force (Week 5-6)
Designing the sales force strategy and structure. Recruiting and selecting salespeople. Training salespeople. Compensating salespeople. Supervising salespeople. Evaluating salespeople.
4. The Personal Selling Process (Week 7)
Steps in the selling process. Personal selling and managing customer relationships.
5. Sales Promotion (Week 8-9)
Sales promotion objectives. Major sales promotion tools. Developing sales promotion program.
Second Exam (Week 10)
6. Advertising (Week 10-13)
Selecting advertising objectives. Setting advertising strategy. Creating the advertising message. Selecting advertising media. Evaluating advertising effectiveness and the return on advertising investment. International advertising decisions.
7. Public Relations (Week 14-15)
The role and impact of public relations. Major public relations tools.
Final Exam (Week 16)

Reading materials

ARMSTRONG, G., KOTLER, P., HARKER, M., and BRENNAN, R., 2009. *Marketing: an introduction*. 2nd ed. New Jersey: Pearson Education.

Other library texts and supplements

- 1- KOTLER, P. and KELLER, K., 2012. *Marketing management*. 14th ed. New Jersey: Pearson Education.
- 2- KOTLER, P. and ARMSTRONG, G., 2014. *Principles of marketing*. 15th ed. Boston: Pearson Education.
- 3- INGRAM, T., et al., 2015. *Sales Management: Analysis and Decision Making*. New York: M.E. Sharpe.
- 4- JUGENHEIMER, D., and KELLEY, L., 2014. *Advertising Management*. New York: Routledge.
- 5- الحيونى، إدريس عبد الجواد. الزعبي، علي فلاح. 2015. *ادارة الترويج والإعلان التجاري*. دار المسيرة للنشر والتوزيع: عمان
- 6- الصميدعي، محمود جاسم. يوسف، ردينة عثمان. 2015. *ادارة المبيعات*. دار المسيرة للنشر والتوزيع: عمان

Grading:

The total grades of this course are assigned as follows

1. First exam: 20%
2. Second exam: 20%
3. Participation and Assignments: 10%
4. Final exam: 50%

Attendance:

Students are expected to attend class. Students may not receive credit for a course if they do not attend 85% of the class meetings.