ROCHESTER COMMUNITY AND TECHNICAL COLLEGE — COMMON COURSE OUTLINE

Course discipline/number/title: BUS 2508: Sales Management and Analytics

A.   CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Other requirements: None
5. MnTC Goals (if any): NA

B.   COURSE DESCRIPTION: This course provides the learner with a working knowledge of sales and digital marketing. Throughout the class, an overview of the sales professionals' key roles, responsibilities, and strategies for success within several industries will be provided. The course will educate the student regarding methodologies for data analysis and persuasive communication. The learner will be introduced to the revenue budgeting process as well as forecasting based upon customer segmentation. Throughout the course, learners will be presented with tools, methods, and strategies that allow sales professionals to influence potential customers. From the initial dream phase, through the research and purchase decision of the customer, students will be exposed to the various digital touchpoints that consumers review prior to making the purchase. Throughout the class, the student will receive instructions preparing them for the Goggle Analytics Certification.

C.   DATE LAST REVISED (Month, year): February, 2023

D.   OUTLINE OF MAJOR CONTENT AREAS:
1. Sales leadership roles
2. Functional activities in strategic market planning
3. Research process for sales, marketing and support information systems
4. Consumer buying influences within the digital echo system
5. Customer segmentation
6. Advertising and promotions
7. Personal selling for groups
8. Convention planning and sales
9. Preparation for Google Analytics Certification

E.   LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Summarize the role of sales leaders and their responsibilities.
2. Appraise the necessary skills in strategic planning (revenue budgeting, forecasting, SMART plans).
3. Recognize the marketing research process for multiple industries and the various data sources such as customer relationship management platforms, product analysis, and sales systems.
4. Describe the influencing factors within the digital landscape that drive the consumer buying behavior, product preferences, channel selection and medium, device preference and social media.
5. Evaluate industry customer segmentation and pricing strategy for the optimal mix of sales.
6. Outline various advertising opportunities to include both digital and traditional channels.
7. Explain the role of personal selling for group sales.
8. Identify the different market segmentation with the convention sales vertical.
9. Prepare for the Google Analytics Certification exam.

F.   LEARNING OUTCOMES (MNTC): NA

G.   METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:
1. Assignments, projects, and case analysis
2. Presentations
3. Exams and quizzes

H.   RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s): Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

I.   SPECIAL INFORMATION (if any): None