

Course RQ03025: Planning and Sale Management

1. General information

- Term: 7
- Credits: **Total credits 2 (Lecture: 2 – Practice: 0)**
- **Self-study: 6** credits
- Credit hours for teaching and learning activities: 30 hours
- Self-study: 90 hours
- Department conducting the course:
 - Department: Marketing
 - Faculty: Accounting and Business Management
- Kind of the course:

Foundation <input type="checkbox"/>		Fundamental <input type="checkbox"/>		Option 1 <input checked="" type="checkbox"/>		Option 2 <input type="checkbox"/>	
Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input checked="" type="checkbox"/>	Compulsory <input type="checkbox"/>	Elective <input type="checkbox"/>

- Prerequisite course(s): RQ02014 (Economic Analysis)

2. Course objectives and expected learning outcomes

*** Course objectives:**

- Knowledge: Course provided for students with knowledge in the procedure of sale planning, sale management and sale forces management.
- Skills: Course provides students with skills in sale planning, resolving issues in sale management procedure, and assessing the performance of sale activities.
- Attitude: Course provides students with attitudes in permanent study, creation and innovation to respond to rapid changes in science and technology and environmental business in planning and sale management.

*** Course expected learning outcomes**

Notation	Course expected learning outcomes After successfully completing this course, students are able to	PLO performance criteria
Knowledge		
CELO1	Apply knowledge in sale planning in business organizations	1.3
Skills		
CELO2	Express skills in sale planning	4.1
CELO3	Analyze the domestic market to organize the sales forces in businesses	7.1
CELO4	Analyze the world market to organize the sales forces in businesses	7.2
Attitude		
CELO5	Active in search documentation, knowledge related to planning and sale management	10.3

3. Course description

Brief description of the course: This course includes the Overview on sale and sale management; Analysis of sale environments; Product analysis; Customer analysis; Sale forces analysis; Distribution channels analysis; Sale strategy establishment; Sale planning; Sale training; Control and evaluation in sales.

4. Teaching and learning & assessment methods

CELOs	CELO1	CELO2	CELO3	CELO4	CELO5
Teaching and learning					
Lecturing	x	x			x
Group working		x	x	x	x
Seminar			x	x	x
Assessment					
Process assessment					
Rubric 1. Class participation (10%)					x
Rubric 2. Group working (10%)		x	x	x	
Rubric 3. Presentation (10%)			x	x	
Rubric 4. Mid-term exam (10%)	x	x	x	x	
Final assessment					
Rubric 5. Final exam (60%)	x	x	x	x	

5. Student tasks

- Attendance: All students are requested to attend the class at least 70% of the total lectures.
- Preparation for the lecture: All students are requested to read chapters before going to the class.
- Presentation and discussion: All students must participate in group work to prepare for the presentation and discussion in the class.
- Mid-term exam: All students are requested to undertake and submit the mid-term exam.
- Final exam: All students are requested to undertake and submit the mid-term exam.

6. Text books and references

* *Text Books/Lecture Notes:*

Vu Minh Duc & Vu Huy Thong (2018). Sale management. National Economics University Publishing House, 2018.

Nguyen Khanh Trung & Vo Thi Ngoc Thuy (2015). Sale management. Vietnam National University Publishing House in Ho Chi Minh City, 2015.

Tran Thi Thap (2012). Sale management. Information and Communication Publishing House, 2012.

* *Additional references:*

Luu Dan Tho & Nguyen Vu Quan (2016). Modern sale management. Finance Publishing House, 2016.

Le Tan Buu (2015). Sale management. Labor – Social Publishing House, 2015.

Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, Jr., Michael R. Williams (2020). Sales management: Analysis and decision making. 10th Edition, Routledge, Taylor & Francis, 343p.

7. Course outline

Week	Content	Course expected learning outcomes
1	Chapter 1: Overview of sale and sale management	
	A/ Main contents: (2 hours) Theories: (1 hour) 1.1. Sale activities 1.2. Sale management Practice: (1 hour) 1.3. History of the sale industry in Vietnam 1.4. Steps in the procedure of sale management	CELO1, CELO2
	B/ Self-study contents: (6 hours) 1.5. Development history of the sale industry in Vietnam 1.6. Functions and objectives of sale management	CELO3, CELO4, CELO5
2	Chapter 2: Analysis of sale environments	
	A/ Main contents: (3 hours) Theories: (2 hours) 2.1. Identification of competitors 2.2. Analysis of the market and substitute products 2.3. Analysis of other factors 2.4. Analysis of the internal environment 2.5. Design of the competitive portfolio matrix Practice: (1 hour) 2.6. Assessment of strategies of competitors 2.7. Analysis of factors affecting sale environments	CELO1, CELO2
	B/ Self-study contents: (9 hours) 2.8. Analysis of factors affecting sale environments 2.9. Analysis of the internal environment	CELO3, CELO4, CELO5
	Chapter 3: Product analysis	
	A/ Main contents: (3 hours) Theories: (2 hours) 3.1. Product concepts 3.2. Product levels 3.3. Product classification	CELO1, CELO2

Week	Content	Course expected learning outcomes
3	3.4. Product components 3.5. Business portfolio matrix Practice: (1 hour) 3.6. Discussion on product levels 3.7. Establishment of the business portfolio matrix	
	B/ Self-study contents: (9 hours) 3.8. Product levels 3.9. Establishment of the business portfolio matrix	CELO3, CELO4, CELO5
4	Chapter 4: Customer analysis	
	A/ Main contents: (3 hours) Theories: (2 hours) 4.1. Aims and significances of customer analysis 4.2. Customer behaviour 4.3. Customer identification Practice: (1 hour) 4.4. Customer behaviour research 4.5. Customer identification	CELO1, CELO2
	B/ Self-study contents: (9 hours) 4.6. Steps in customer behaviour 4.7. Customer identification	CELO3, CELO4, CELO5
5	Chapter 5: Analysis of sale forces	
	A/ Main contents: (3 hours) Theories: (2 hours) 5.1. Aims and significances 5.2. Analysis of sales forces 5.3. Other forces 5.4. Construction of sale forces Practice: (1 hour) 5.5. Analysis of sales forces 5.6. Construction of sale forces	CELO1, CELO2
	B/ Self-study contents: (9 hours) 5.7. Steps in sale forces analysis 5.8. Construction of sale forces	CELO3, CELO4, CELO5
	Chapter 6: Distribution channel analysis	
	A/ Main contents: (4 hours) Theories: (2 hours)	CELO1, CELO2

Week	Content	Course expected learning outcomes
6	6.1. Aims and significances 6.2. Concepts and functions 6.3. Structure of the distribution channel 6.4. Design of the distribution channel 6.5. Distribution channel management Practice: (2 hours) 6.6. Design of the distribution channel 6.7. Distribution channel management	
	B/ Self-study contents: (12 hours) 6.8. Steps in the design of the distribution channel 6.9. Distribution channel management	CELO3, CELO4, CELO5
7	Chapter 7: Design of sale strategies A/ Main contents: (3 hours) Theories: (3 hours) 7.1. SWOT matrix in sales 7.2. Sale strategies	CELO1, CELO2
	B/ Self-study contents: (9 hours) 7.3. Elements of a SWOT matrix in sales 7.4. Sale strategies	CELO3, CELO4, CELO5
8	Chapter 8: Sale planning A/ Main contents: (3 hours) Theories: (3 hours) 8.1. Forecast 8.2. Aims setting 8.3. Policy establishment 8.4. Budget preparation 8.5. Construction, organization of sale forces	CELO1, CELO2
	B/ Self-study contents: (9 hours) 8.6. Budget preparation 8.7. Construction, organization of sale forces	CELO3, CELO4, CELO5
	Chapter 9: Training programs in sales skills A/ Main contents: (3 hours) Theories: (3 hours) 9.1. Group working skills 9.2. Product display skills	CELO1, CELO2

Week	Content	Course expected learning outcomes
9	9.3. Exploration skills 9.4. Negotiation skills 9.5. Pricing skills 9.6. Objection solving skills 9.7. Deal skills	
	B/ Self-study contents: (9 hours) 9.8. Sale skills	CELO3, CELO4, CELO5
10	Chapter 10: Control and evaluation in sales	
	A/ Main contents: (3 hours) Theories: (3 hours) 10.1. Functions of control and evaluation 10.2. Significances of control and evaluation 10.3. Contents of control and evaluation	CELO1, CELO2
	B/ Self-study contents: (9 hours) 10.4. Contents of control and evaluation	CELO3, CELO4, CELO5