

Course Title:	Trading and Sales Management
Course code:	MKRT140
Pre-required courses:	Principles of Marketing
Course Level:	Fifth
Credit Hours:	3 Hours
Teaching Language:	Arabic
Course Description:	
<p>The course introduces expanded management activities as the basics of personal selling as one of the most important functions of marketing in the organization. This course begins with a brief review of the functions of sales and management stages of the sales process. This is followed by a detailed study of the fundamentals of the performance of the main functions of sales' director that are the organization of sales management, hiring sales force development, sales planning activities and control.</p>	
Course aims::	
<p>By of the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Plan and organize sales force. • Develop sales force. • Guide and motivate sales forces. • Monitor and follow-up sales force • Analyze sales, costs and profit. • - Manage relations between sales and other departments in the facility. 	
Course Contents:	
<ul style="list-style-type: none"> • Functions and the importance of sales management. • Sales Management role within the marketing and promotional activities undertaken by the organization. • Stages of the sales process. <ul style="list-style-type: none"> • Social and ethical function that personal selling and sales management from an Islamic perspective in Saudi society. • Developing and directing forces. • Planning control of sales forces. 	