

Sales & Marketing in the 21st Century

Contact Hours: 24

Course Description

Participants will examine the current strategies and practices surrounding sales and marketing in this 21st Century global economy. The majority of the work will be accomplished in an asynchronous (any time, any place) environment with synchronous elements scheduled periodically based on participant need and schedules.

Outcome

Direct application of the learning is the desired outcome. Another desired outcome will be networking established among the participants that will continue beyond the course duration, to continue the dialogue of applications. Measurement and successful completion of this course will be based upon completion of weekly assignments and participation in weekly discussion threads and scheduled chat(s).

Assessment

Participants will self-assess their current style and posturing in the sales and marketing arena and create output reports (2) detailing both their assimilation of the materials and discussions, as well as their usage potentials in direct applications.

Required Book(s)

The textbook is: "Rethinking the Sales Force", Rackham, Neil, 1999, McGraw-Hill, ISBN# 0-07-1342532-20-07-1342532-2: Product Link on Barnes & Noble.com.

Outline

1. Read "Rethinking the Sales Force" Chapters 1 and 2. Each participant creates an introduction about themselves, and their current or projected future involvement in the sales and marketing arena and e-mail it to all participants. Contribute to the discussion thread(s) for Week 1.
2. Read "Rethinking the Sales Force" Chapters 3 and 4. Each participant summarizes the key learning points from Chapters 1-4 and how they impact on their own day to day applications. Summary should be 3 - 5 pages (double spaced), e-mailed to the course instructor. Contribute to the discussion thread(s) for Week 2.
3. Read "Rethinking the Sales Force" Chapters 5 and 6. Complete the online survey and submit it. Contribute to the discussion thread(s) for Week 3.
4. Read "Rethinking the Sales Force" Chapters 7 and 8. Contribute to the discussion thread(s) for Week 4.
5. Read "Rethinking the Sales Force" Chapter 9. Contribute to the discussion thread(s) for Week 5. Create a 5-8 page (double spaced) summary paper relating to the key learning you have gained from the course and how you have or will apply them to your sales and marketing strategies and practices and e-mail the summary to the course instructor. Contribute to the discussion thread(s) for Week 5.

Cost: US \$365.00

CEU Credits: 2.4

Certification: Clemson University/Chattanooga State College