

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE  
COURSE OUTLINE**

DEPT. SBM                      COURSE NO. SBMT2611

NUMBER OF CREDITS: 3

COURSE TITLE: SBM Computerization of Sales & Marketing Information

CATALOG DESCRIPTION: This class will focus on computerization of sales and marketing information. It will concentrate on entry of sales records, customer demographics and marketing efforts. It will also focus on reports to be generated from these records.

AUDIENCE: Small Business Owners & Managers

FULFILLS MN TRANSFER CURRICULUM AREA(S): N/A

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: Semester

THIS COURSE IS USUALLY OFFERED:

Every other year ☐      fall ☐      spring ☐      summer ☐      undetermined X

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

- a. Identify appropriate record keeping principles
- b. Identify sales source documents
- c. Identify customer information source documents
- d. Explain data protection and storage processes

2) THINKING SKILLS:

- a. Determine income accounts for sales entry
- b. Design customer record information data fields
- c. Develop security procedures
- d. Configure appropriate software
- e. Establish customer information input and sales information procedures
- f. Enter customer information and opening balances
- g. Develop data verification process
- h. Develop sales records by product, service area, sales personnel, and customer
- i. Produce department sales and inventory sales records
- j. Produce cash versus credits sales report
- k. Develop customer balance reports

3) COMMUNICATIONS SKILLS:

4) HUMAN DIVERSITY:

TOPICS TO BE COVERED:

- 1) Sales, marketing, and customer records
- 2) Transaction input
- 3) Records and reports

LIST OF EXPECTED COURSE OUTCOMES:

- 1) See above

LEARNING/TEACHING TECHNIQUES used in the course are:

- |   |   |
|---|---|
| <input type="checkbox"/> Collaborative Learning           | <input checked="" type="checkbox"/> Problem Solving     |
| <input checked="" type="checkbox"/> Student Presentations | <input type="checkbox"/> Interactive Lectures           |
| <input type="checkbox"/> Creative Projects                | <input checked="" type="checkbox"/> Individual Coaching |
| <input checked="" type="checkbox"/> Lecture               | <input type="checkbox"/> Films/Videos/Slides            |
| <input checked="" type="checkbox"/> Demonstrations        | <input type="checkbox"/> Other (describe below)         |
| <input type="checkbox"/> Lab                              |   |

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> Reading     | <input type="checkbox"/> Tests                 | <input checked="" type="checkbox"/> Individual Projects |
| <input type="checkbox"/> Oral Presentations     | <input checked="" type="checkbox"/> Worksheets | <input type="checkbox"/> Collaborative Projects         |
| <input type="checkbox"/> Textbook Problems      | <input type="checkbox"/> Papers                | <input type="checkbox"/> Portfolio                      |
| <input type="checkbox"/> Group Problems         | <input type="checkbox"/> Term Paper            |   |
| <input type="checkbox"/> Other (describe below) |  |   |

EXPECTED STUDENT LEARNING OUTCOMES: See above

**The information in this course outline is subject to revision**

**Veteran Services:** Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

**This document is available in alternative formats to individuals with disabilities by contacting the  
Student Services Advisor or by calling 800-658-2330 or  
Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.**

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