

Sul Ross State University
Department of Business Administration

Sales Management

MKT 3372:SW1 - Online
Summer II 2016

Professor: Dr. William C. Green
Office Phone: 837-8066; 8067 (D)
Office Hours: TBA & by appt.
wgreen@sulross.edu

Course Description:

This course provides a comprehensive overview of personal selling and sales management. Topics include but are not limited to, territory design, sales force compensation, evaluation, selling methods, essential ingredients of effective selling, sales forecasting and many others.

Prerequisite:

Junior Standing

Course Material: Recommended

Futrell, Charles: Sales Management – Teamwork, Leadership and Technology 6th ed.: Ohio; Thomson; 2001. *Free text Available on Blackboard*

Course Objectives:

Introduction to the selling process and sales management.

Appreciation of problems and opportunities one might encounter in a career in sales.

Greater understanding of yourself, your potential and/or your suitability for a sales position.

Exposure to the changing role of, and technologies available to, the salesperson.

In sum, a practical and working knowledge of Sales Management practices to aid in further study and career pursuits.

Course Grades:

Grades in this course will be determined on a percentage/points basis. Points for course requirements follow:

Engagement/Responsiveness	040	(05%)
Team Question Groups -	200	(25%)
Chapter Short Cases	200	(25%)
Discussion Forums	200	(25%)
Final Exam	<u>160</u>	<u>(20%)</u>
TOTAL	800	100%

Grades in the course will be assigned as follows:

A = 90 - 100%

B = 80 - 89%

C = 70 - 79%

D = 60 - 69%

F = Below 60%

Engagement/Responsiveness:

The purpose of this graded course component is solely a function of the fact that this is an online course. As such, it is critically important that you are “engaged!” That is – that you are active in the course; responsive in submitting work; timely in responding to various requests I may have and so forth. This is intentionally a small percentage but an important component nonetheless. In short, I want to try and ensure that each of you is “on top” of course components and that the course takes on a high priority in your life for the next several weeks.

Team Question Groups:

At the end of each chapter, there are several questions which provide an opportunity to link chapter content to a specific situation much as a sales manager might do. Thus, these are very appropriate for this course. When responding to these, make sure you answer the question as you think a working professional sales person or sales manager would answer rather than what you think I might be after or how I might be leaning. And, I do like to see practicality and thoughtfulness revealed in your responses. I have broken these up into groups of questions and will make all questions available in the next few days (look under assignment tab) if you wish to work hard and get ahead for whatever reason. ***All questions come from the end of chapter "Management Application Questions" with a few notable exceptions!! I may, in some instances, ask you to provide a more current perspective on a topic or issue to reflect the most recent technology or approach as it is related to professional sales and/or sales management.***

Please submit these in the same manner as you submit the case assignments. That is by way of the assignment tool in Black-Board. And, ***please take care to include only those questions in that particular application question group.*** Otherwise, this will become very confusing very quickly! Finally, your responses to these questions should not need to be supplemented with outside inquiries except in a few instances. In short, your responses should flow from what you

have learned by reading the chapter and the other elements of the class. We will do only two groups of questions. ***You must work with one but no more than two other class members on this. And, each person must benefit from what every person contributes. That is, do not do one part and not take advantage of other team member responses!!***

Question groups should be typed and single spaced. Length will be dependent on the number of questions assigned and the depth of your answer. Needless verbosity will not be rewarded so in-depth and accurate substance wins out over length!! In fact, I will not put a minimum page limit on these but may place a maximum limit!! ***Responses are to be in your own words!!***

Cases Assignments:

You will be asked to write four (4) end of chapter case assignments. The purpose of these is to provide more linkage between what we are studying and its application. And, as is the case with the chapter question groups, this element also helps you start and/or improve your ability to "think" like a professional sales manager. This will also help you appreciate the nuances that sales managers face and help you make decisions under uncertainty. Finally, these are a primary component in helping us achieve the course objectives.

"Cases" should be typed and single spaced. Length will be dependent on the number of questions assigned to address the issues of the case. However, typical length usually falls somewhere between 1 and 1.5 pages single spaced. Any case with excessive mechanical errors (misspellings, typos, etc.) will be penalized. Cases will be evaluated on thoroughness of analysis of area(s), creativity and practicality revealed in your responses and the quality of organization, writing and clarity. ***The actual submission of cases via Blackboard can be found on Blackboard instructions. Cases are to be submitted individually – this is NOT a team activity.***

Remember that cases are written to inform in a professional, succinct and efficient way. Thus, verbosity should be avoided. I would urge you to work with others in the course if practical groups of two when working on the case assignments to maximize synergy. However, the case analysis you submit must be independently written. As mentioned previously, you must prepare adequately for the case. I would think at a minimum, this would require an initial reading of the case for general content and then at least two more readings for fine tuning the detail and formulating your assessment of the case.

Discussion Forums:

This class is conducted on an online basis which changes several things but leaves many things intact as if it were offered on an in-class basis. One element that does not change is that proper preparation and class involvement are important. ***Online classes require much higher levels of discipline and self-motivation than do in-class offerings.*** Therefore, active participation and class contribution are mandatory and deviations from this can only reflect negatively on your performance. If you are not prepared, catch up and don't let it become habitual. One or two instances of less than active participation and/or discussion will be overlooked but repeated instances of this will not enable you to meet the course objectives. Discussion forum topics will be announced on the announcement page but you may not know the topic until the forum begins.

Discussion forums are a valuable and integral part of the course. You are urged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Thus, your *thoughtful contributions* are more compelling than your frequency of input!! Also, it should be noted that the reading assignment is heavy at times and again, this is largely dependent on your own initiative and time management capabilities. It is *easy to stay up with course progress but more difficult to catch up* once one falls behind. Finally, if you have difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you let me know!! *Remember that 20% is a large part of your grade.*

Final Exam

The purpose of this area is to make sure that each of you leaves this course with sufficient background and foundation in the content areas of the course. Since this is an undergraduate course, we will more than likely have an objective type exam. So, at this point, we will have an online exam. A final determination of this component will be made at a later date after I see how the class is progressing and what progress we have made.

A Final Point:

Please read the following statement carefully:

This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand any part of it, or most important, not agree with some component contained in it, please let me know.

Make sure to modify the tentative schedule as necessary.

Students with Disabilities

Qualified students with disabilities needing academic or other accommodations to ensure full participation in the programs, services and activities at Sul Ross State University should contact the Office of Student Support Services, Ferguson Hall Room 112, Box C-117, Alpine, Texas 79832 (915) 837-8203.

Tentative Course Outline

<i>Week</i>	<i>Topic</i>	<i>Assignment*</i>
July 04	Introduction – Personal Selling	Ch. 1
11	Planning Sales Effort – Part II Discussion Forum (DF)	Ch. 4-7
18	Staffing & Training the Sales force – Parts III & IV DF	Ch. 8 – 11
25	Directing & Controlling Sales force – Part V1 - DF	Ch. 12 - 13
Aug. 01	Evaluating Sales Performance – Part VI	Ch. 16
08	Wrap-up Final Exam <i>FINAL EXAM – Thursday – 08/11</i>	

* Assignment should be completed by the day it is assigned or at least during the week it is assigned - ***also note that we will not cover all chapters nor all parts of the chapters we do cover!!***