

## MKTR 4310 – Current Topics in Marketing: Sales Management – XXZ - Spring 2024 - SRSU – RGC – Course Syllabus

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Mondays: 3:00 -7:00 PM  
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Required textbook: SELL – Trust-Based Professional Selling. CENGAGE Learning 7<sup>th</sup> Edition. Authors: Ingram, Lafarge et. all.

To register for MindTap and acquire the course material, go to MindTap eBook access and Activities and "[Clique Here to Access MindTap](#)" on the course website on Blackboard and follow the steps to enroll and purchase MindTap Access Card with the e-Book.

The e-book and the Mind Tap access card are all the instructional materials you need for MKTR 4310 – Sales Management - Spring 2024. However, you can't complete the course successfully without the Mind Tap Access Card.

**For Mind Tap Issues, please call Cengage customer support at 1-800-354-9706**

### **Course Objectives:**

Marketing is the process of getting people interested in our company's product or service. At the same time, sales include any activities involved in selling that product or service to a consumer or business. One cannot sell without initially igniting interest in the consumer through marketing, and one cannot be a marketer without having a team prepared to sell the product once they have captured the consumer's attention.

Sales are ultimately critical to the company's bottom line. One cannot have scalable growth without an impressive sales team. At its most basic, the sales team's goal is first to qualify prospects, reach out and build relationships with them, and ultimately, provide a solution that will benefit the customers.

Alternatively, marketing is all about igniting interest in potential consumers and telling the world that our company and its products or services exist.

### **Student Learning Outcomes (SLOs)**

After successfully completing MKTR 4310 – Selling Management, students should demonstrate the following competencies:

1. Understand that marketing is the culmination of all activities that set the stage for sales (e.g., the transaction itself).
2. Discuss personal selling and its unique characteristics as a marketing communication tool.
3. Explain the contributions of personal selling to society, business firms, and customers.
4. Describe several aspects of sales careers, types of selling jobs, and the essential qualifications needed for sales success.

### **Course Requirements and Grading Policy**

1. MindTap Exam One: 100 points at 25% of the total grade - Blackboard
2. MindTap Exam Two: 100 points at 25% of the total grade - Blackboard
3. MindTap Exam Three: 100 points at 25% of the total grade - Blackboard
4. MindTap Assignments: 100 points at 25% of the total grade - Blackboard

Total: 25% + 25% + 25% + 25 = 100%

### **Grading Scale:**

A = 90-100 // B: 80-89 // C = 70-79 // D: 60-69 // F = below 60

MindTap Blackboard Exams: Questions for the three **MindTap Blackboard Exams** will come from the assigned material in the textbook, PPTs, videos, and MindTap quizzes. The exams are available in the **MindTap eBook Access and Activities under MindTap Assignments – Quizzes and Exams.**

### **Mind Tap Assignments**

Every assigned chapter in the textbook includes a Mind Tap Concept Check Quiz for 25% of the total grade. Each Mind Tap assignment may be taken up to two times before the deadline without penalty. However, **they will not be accepted after the deadline**, and due dates will not be changed. **NO EXCEPTIONS**

**Practice Tests:** there is a multiple-choice practice test with about 15 questions before each of the three exams. They are not for grading, only practice. Their dates are listed on the Course Outline.

## Course Outline – MKTR 4310 – Sales Management – Spring 2024

<b>Date &amp; Chapter</b>	<b>Assignment</b>
Wednesday, January 17 Chapter 1: Overview of Personal Selling	MindTap Concept Check Quiz Chapter 1: Due Monday, January 22, no later than 11:00 p.m.
Monday, January 22 Chapter 2: Building Trust and Sales Ethics	MindTap Concept Check Quiz Chapter 2: Due Monday, January 29, no later than 11:00 p.m.
Monday, January 29: Chapter 3: Understanding Buyers	MindTap Concept Check Quiz for Chapter 3: Due February 12 no later than 11:00 p.m.
<b>Friday - February 2<sup>nd</sup></b> The Practice Test for Exam 1 - Chapters 1-2-3 will be available on Friday, February 2 <sup>nd</sup> .	The practice test for Exam One – Chapters 1-2-3, will be available on Friday, February 2 <sup>nd</sup> , from 5:00 a.m. until 11:00 p.m.
<b>February 5 and 6:</b> Exam 1: Chapters 1-2-3 will be available from Monday, February 5 at 5:00 a.m. until Tuesday, February 6 at 11:00 p.m., on the Blackboard's pull-down menu on the left-hand side	40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, and MindTap quizzes. The time allowed for completion is one hour (60 minutes)
Monday, February 12 Chapter 4: Communication Skills	MindTap Concept Check Quiz Chapter 4 Due February 19 no later than 11:00 p.m.
Monday, February 19 Chapter 5: Strategic Prospecting and Preparing for Sales Dialogue	MindTap Concept Check Quiz Chapter 5: Due February 26 no later than 11:00 p.m.
Monday, February 26 Chapter 6: Planning Sales Dialogues and Presentations.	MindTap Concept Check Quiz Chapter 6: Due March 18, no later than 11:00 p.m.
<b>March 1 – Friday</b> The Practice Test for Exam Two – Chapters 4-5-6 will be available on Friday, March 1 <sup>st</sup> .	The Practice Test for Exam Two – Chapters 4-5-6, will be available on Friday, March 1 <sup>st</sup> from 5:00 a.m. until 11:00 p.m.
<b>March 4 and 5:</b> Exam Two: Chapters 4-5-6 will be available from Monday, March 4 at 5:00 a.m. until Tuesday, March 5 at 11:00 p.m. on the Blackboard's pull-down menu on the left-hand side.	40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, and MindTap quizzes. The time allowed for completion is one hour (60 minutes).

<b>Monday, March 11-15 – Spring Break</b>	<b>No Class</b>
Monday, March 18 – TBA – Review <b>MindTap Assignment for Chapter 6 is due.</b>	<b>MindTap Assignment for Chapter 6 is due.</b>
Monday, March 25 – Chapter 7: Sales Dialogue: Creating and Communicating Value	MindTap Concept Check Quiz Chapter 7 is due April 1 no later than 11: p.m.
Monday, April 1 – Chapter 8: Addressing Concerns and Earning Commitment	MindTap Concept Check Quiz Chapter 8: Due April 8 no later than 11:00 p.m.
Monday, April 8 Chapter 9: Expanding Customer Relationships	MindTap Concept Check Quiz Chapter 9: Due Monday, April 15 no later than 11:00 p.m.
Monday, April 15 – Chapter 10: Adding Value: Self-leadership and Teamwork.	MindTap Concept Check Quiz Chapter 10: Due April 22 no later than 11:00 p.m.
<b>April 22 – Monday</b> Practice Test for Exam Three – Chapters 7-8-9-10	The Practice Test for Exam 3, Chapters 7-8-9-10, will be available from 5:00 a.m. until 11:00 p.m.
<b>April 29 and 30</b> Exam Three – Chapters 7-8-9-10 will be available from Monday, April 29 at 5:00 a.m. until Tuesday, April 30 at 11:00 p.m. on the Blackboard's pull-down menu on the left-hand side under MindTap Exam Three.	40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, and MindTap quizzes. The time allowed for completion is one hour (60 minutes).

### **Marketable Skills – BBA**

1. Students will understand the business enterprise's functions in the general economy.
2. Students will have the skills needed to lead a business effectively.
3. Students will be able to craft effective business strategies for existing and new businesses.
4. Students will be able to make effective oral presentations to both professional and business audiences.

### **Americans with Disabilities Act (ADA)**

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. However, It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mary Schwarze, Director of Counselling and Accessibility Services, at [mschartze@sulross.edu](mailto:mschartze@sulross.edu)

### **Distance Education Statement:**

Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which requires secure login information to verify students' identities and protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all academic honesty and appropriate student conduct policies, as described in the student handbook. Students in web-based classes must maintain proper equipment and software according to the needs and requirements of the course as outlined on the SRSU website.