

MKT 367.01W
Selling & Sales Management
Syllabus – Fall, 2012

Instructor: Dr. Courtney Kernek, Ph.D.
Day/Time/Location: Online
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(For online courses use MyLeo e-mail located in eCollege)

****VERY IMPORTANT**:** E-mail is my preferred method of contact as I am not always in the office. I regularly check my e-mail throughout the day so you should expect that I will reply to your e-mails within 24-48 hours. If your correspondence falls over the weekend or some unforeseen circumstance it may be longer. **ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT 367 Exam 3).**

Required Textbook: Relationship Selling 3rd Edition, by Johnston & Marshall, McGraw-Hill Publishing, ISBN 978-0-07-340483-7

Course Description: This course focuses on developing and maintaining relationships with customers and managing the sales process of finding, concerting, and keeping customers while achieving the organization's goals. Communication techniques, career planning, selling strategies and tactics, as well as sales duties, responsibilities, and problems are included.

Course Objectives: Students should:

- 1) Understand the processes and elements involved in relationship selling.
- 2) Demonstrate an understanding of the importance of ethical behavior in relationship selling and sales management.
- 3) Demonstrate an understanding of the characteristics of a sales presentation.
- 4) Understand the process of negotiation, closing methods, and time and territory management.
- 5) Identify key issues in recruitment, sales training, compensation and incentives, and performance evaluation.

Course Grading: Final grades are based upon the Official University policy. There will be **NO** curve. A 79.9 average equals a "C." Your final course grade will be determined by dividing your total points earned by the course total points.

- 3 Exams (50 points each for a total of 150 points)
- Participation / 5 Discussions (15 points each for a total of 75 points)
- Participation / 5 Assignments (15 points each for a total of 75 points)
- Written Sales Project (100 points)
- **Total (400 points)**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, and Room 314, (903)886-5133.

Course Requirements:

Exams: There are three exams that cover 4-5 chapters each. Each exam contains 50 multiple-choice questions that will be used to test your knowledge of the materials associated with the course. The questions are taken from the textbook. *If you miss one of the exams, you must take a comprehensive make-up exam at the end of the semester. However, if you miss two tests you will have to withdraw from the course.* E-mail me to schedule your make-up exam. Each exam is weighted equally. The exam time limit is approximately 1 ½ hours. *The exams are NOT comprehensive.* (150 points)

Note: Any student caught cheating on an exam will receive an F on the exam and be required to meet with the professor and associate dean to discuss their continuance in the course.

Participation/ Discussion Board: There are 5 discussions. Students discuss topics posted by Dr. Kernek and respond to classmates. If you were attending class, you would be expected to contribute to each week's class session, so you should treat the discussion board as you would treat class participation. The discussion forums are related to the chapter readings, external resources and activities. Please refer to the discussion board grading rubric as a general guideline. (75 points)

Participation/Assignments: There are 5 *individual* student assignments. Each assignment offers the opportunity to creatively engage in selling concepts in a variety of situations. Students are asked to read and execute the assignment described in each student project. (75 points)

Please note the **deadline** for Discussion Board Participation and Assignments is **Sunday OF EACH WEEK.**

Written Individual Project: Students will develop a sales presentation. This project contains a PowerPoint presentation and written component. *Details for the project are found under Doc Sharing.* (100 points)

You are required to participate; therefore, attendance is mandatory. Any student not participating in Weeks 1-3 (there are student participation activities for each week) will be administratively dropped from the class roster on the beginning of Week 4.

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct)

Comment on Academic Honesty: There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

Marketing 367 Class Schedule:

Week	Dates	Chapter(s)	Activities
1	27-31 Aug		eCollege Tutorial / Syllabus Review / Student Lounge & Introductions
2	3-7 Sept	1, 2	Discussion Board
3	10-14 Sept	3	Assignment
4	17-21 Sept	4	Discussion Board
5	24-28 Sept	5	Exam 1 (Chapters 1, 2, 3, 4) <i>Open Sunday, 9/23 – Tuesday, 9/25</i>
6	1-5 Oct	6, 7	Assignment
7	8-12 Oct	8, 9	Discussion Board
8	15-19 Oct		Exam 2 (Chapters 5, 6, 7, 8, 9) <i>Open Sunday, 10/14 – Tuesday, 10/16</i>
9	22-26 Oct	10	Assignment
10	29-2 Oct/Nov	11	Discussion Board
11	5-9 Nov	12	Assignment
12	12-16 Nov	13	Discussion Board
13	19-23 Nov		Happy Thanksgiving!
14	26-30 Nov	14	Assignment
15	3-7 Dec		Sales Presentation Semester Project <i>Due Wednesday, 12/5</i>
16	10-14 Dec		Final Exam (Chapters 10, 11, 12, 13, 14) <i>Open Sunday, 12/9 – Tuesday, 12/11</i>

GRADING:

The following rubrics will provide students a detailed look into how materials are graded.

RUBRIC FOR DISCUSSION BOARDS					
Criteria	Unacceptable 0-1 Points	Acceptable 1.5 Point	Good 2 Points	Excellent 2.5 Points	Assigned Grade
Frequency	Participates not at all.	Participates 1-2 times on the same day.	Participates 3-4 times but postings not distributed throughout week.	Participates 4-5 times throughout the week.	
Initial Assignment Posting	Posts no assignment.	Posts adequate assignment with superficial thought and preparation; doesn't address all aspects of the task.	Posts well developed assignment that addresses all aspects of the task; lacks full development of concepts.	Posts well developed assignment that fully addresses and develops all aspects of the task.	
Follow-Up Postings	Posts no follow-up responses to others.	Posts shallow contribution to discussion (e.g., agrees or disagrees); does not enrich discussion.	Elaborates on an existing posting with further comment or observation.	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.	
Content Contribution	Posts information that is off-topic, incorrect, or irrelevant to discussion.	Repeats but does not add substantive information to the discussion.	Posts information that is factually correct; lacks full development of concept or thought.	Posts factually correct, reflective and substantive contribution; advances discussion.	
References & Support	Includes no references or supporting experience.	Uses personal experience, but no references to readings or research.	Incorporates some references from literature and personal experience.	Uses references to literature, readings, or personal experience to support comments.	
Clarity & Mechanics	Posts long, unorganized or rude content that may contain multiple errors or may be inappropriate.	Communicates in friendly, courteous and helpful manner with some errors in clarity or mechanics.	Contributes valuable information to discussion with minor clarity or mechanics errors.	Contributes to discussion with clear, concise comments formatted in an easy to read style that is free of grammatical or spelling errors.	
Total Points Possible: 15					

RUBRIC FOR ASSIGNMENTS

	Unacceptable 0-1 Points	Acceptable 1.5 Point	Good 2 Points	Excellent 2.5 Points	Assigned Grade
Effective demonstrated an overall understanding of the assignment					
Clearly demonstrated an understanding of the concepts within the assignment					
Effectively performed all tasks required in the assignment					
Presented information that was realistic, logical, and clearly communicated					
Presented well-organized and grammatically correct information					
Subjective evaluation of the total performance; overall general impression					
<i>Total Points Possible: 15</i>					

GRADING RUBRIC FOR SALES PRESENTATION

	Unacceptable 0-5 Points	Acceptable 6-7 Point	Good 8-9 Points	Excellent 10 Points	Assigned Grade
Effective opening that clearly demonstrated thorough company and product/service knowledge					
Clearly demonstrated an understanding of the marketing strategy utilized by the company					
Effectively identified customer and value proposition					
Effectively used relationship selling to communicate the sales message and enhance the problem solving presentation					
Overcame objections in a poised and confident manner					
Effectively moved toward the close of the sale and demonstrated follow-up techniques					
The information was realistic, logical, and clearly communicated					
Used visual aids to enhance and/or clarify the presentation					
The presentation was well-organized and clearly presented, used professional grammar and vocabulary					
Subjective evaluation of the total performance; overall general impression					
<i>Total Points Possible: 100</i>					