COURSE SYLLABUS

COURSE INFORMATION

MKT 367-01E: Selling and Sales Management
Spring 2015 - 3 Credit Hours

Professor / Instructor Contact Information/Bio

Mary Anne Doty, Marketing Instructor
BA 319
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Office hours – face to face Mondays and Wednesdays 1 - 2 pm, or by appointment
Online office hours MWF 10 – 11 am
MaryAnne.Doty@tamuc.edu

Mary Anne Doty has been a faculty member in the Department of Marketing and Business Analytics, College of Business, at Texas A&M University-Commerce since 2003. Over the past 30 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Strategy, Marketing, Retail Management, Advertising and Promotions, Sales, Product Management, Entrepreneurship, Channels of Distribution, Sports Marketing, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration (Major in Marketing; Minor, Communications) from the University of Kentucky.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, Nortel Networks, and the Texas AWWA. Mrs. Doty continues to work with industry as a consultant / provider of executive education programs.

Materials – Text

*Sell (4th Edition) by Ingram, LaForge, Avila, Schwepker and Williams, 2015 (Cengage Publishing).* ISBN is 978-1-285-16484-7. The text is absolutely essential to succeeding in this course. The list price is around $80 new, but you can also find used copies at a reduced price online. 3rd Edition is also acceptable but do not substitute any older versions.
Course Description
This course focuses on developing and maintaining relationships with customers and management 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 are included.

Goals / Rationale of the course:
- We will be meeting most Monday and Wednesday afternoons, with ongoing assignments. It is important that you keep track of all deadlines for exams, assignments, and projects.
- Curriculum includes readings, assignments, PowerPoint presentations and practice quizzes to help students apply the theory to actual sales situations. You are expected to keep up with the readings and attend class regularly.
- In addition to mastering the course content, you will develop a professional sales presentation, to be presented in class.
- Exams will be grouped in two modules: CH 1-5, worth 150 points (January 21- March 2); and CH 6-11, worth 150 points (March 3 – May 13).

Course Outcomes/Objectives
This course aims to improve student understanding of concepts, principles, problems and applications of strategy. After completing this course:

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

TECHNOLOGY REQUIREMENTS
The following technology is recommended to be successful in this web-enhanced course: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:
To fully participate in online courses, you will need to use a current, Flash enabled browser. For PC users, the suggested browser is Internet Explorer 9.0 or 10. For Mac users, the most current update of Firefox is suggested.

You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
- 512 MB of RAM, 1 GB or more preferred
- Broadband connection required courses are heavily video intensive
- Video display capable of high-color 16-bit display 1024 x 768 or higher resolution

You must have a: sound card, which is usually integrated into your desktop or laptop computer and speakers or headphones.

Depending on your course, you might also need a: webcam and microphone

For courses where interactive tools are used, like VoiceThread or ClassLive Pro, headphones are suggested for use with recording and playback. We recommend a webcam with an integrated microphone, such as the Microsoft LifeCam Cinema. All devices should be installed and configured before class begins.

Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. Java can be downloaded at: [http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)

Current anti-virus software must be installed and kept up to date.

You will need some additional free software for enhanced web browsing. Ensure that you download the free versions of the following software: Adobe Reader and Adobe Flash Player

At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

For additional information about system requirements, please see: [https://secure.ecollege.com/tamuc/index.learn?action=technical](https://secure.ecollege.com/tamuc/index.learn?action=technical)

**COURSE REQUIREMENTS**

Exams: (30% of total course grade)
Closed book exams will cover the required textbook reading and the content of the Power points. Exams consist of 75 multiple-choice questions (worth 2 points each for 150 points/exam), with 65 minutes allowed to complete each exam. Both exams will be given during class time on the day listed on the syllabus. Midterm Exam (CH 1-5) is on Monday, March 2; Final Exam (CH 6-11) is on Wednesday, May 13.

Sales Interview Assignment and Prospecting Assignment (10% of total grade for each assignment)

The Sales Interview Assignment (due Monday, February 23) requires you to conduct a face-to-face or telephone interview with two sales professionals. At least one must be involved in Business-to-Business selling, but the other interview may be someone involved in selling to consumers. Topics covered include an explanation of their current job, their training and previous experience, how they are compensated, what they sell and who their customers are.

The Prospecting Assignment (due Monday, March 23) will require researching for potential B2B prospects for an assigned industry. The prospecting will include finding the names of companies in a specified geographic region who may have a need for the product, and then investigating possible points of contact within those companies.

Participation / Professional Development (10% of total grade)

For this class to be successful, you will need to attend and be active in discussion. This is especially important when we have guest speakers and when other students are doing sales presentations in class. I will be taking attendance every class, and points will be deducted from your participation grade for every class you miss. Exams and the core concept quiz are given online, and there are occasional times when we don’t meet while you work on assignments. So I expect you to be in class, prepared and ready to participate when class is scheduled. If you are going to miss class due to illness or an emergency, I expect an email letting me know.

Book Review (10% of total grade)

Students will select an influential sales book from a list and write a 2 page review of the book and how it relates to topics in the textbook. All reviews are due on Monday, March 30. We will have discussion of the books on April 1 and April 8 during class.

Sales Presentation (25% of total course grade)

Beginning in March, every student will prepare a comprehensive sales presentation. I will give you a choice of products and target markets to research. The presentation will include a sales dialogue template, and the development of a sales aid (such as a comparison graph, a business case, or a product demonstration). Other students will take the role of potential customers, so each student will have experience as a professional salesperson as well as a potential buyer.

Assessment Method: You will be graded over the paper presentation you submit, as well as the oral presentation/demonstration. See grading rubric at the end of this syllabus.
Quizzes: (5% of total class grade)

There will be a Core Concept quiz over key terms that will be covered in the textbook. I will give you a list of terms to study about 2 weeks before the quiz on Tuesday, April 21 or Wednesday, April 22.

There will also be true/false quizzes which do not affect your grade. These quizzes are a study tool to give you quick feedback about what you understand from the readings. Once you have read the chapters, and reviewed the Power Point presentations, the quiz will help you identify areas that need further review.

Grading

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<tr>
<th>Total Points Possible for Semester = 1000</th>
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<tbody>
<tr>
<td>900-1000 = A</td>
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<tr>
<td>800-899 = B</td>
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<tr>
<td>700-799 = C</td>
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<tr>
<td>600-699 = D</td>
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<tr>
<td>0-599 = F</td>
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Weights for Assessment

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<tbody>
<tr>
<td>Core Concept Quiz</td>
<td>5%</td>
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<tr>
<td>Exams (2 @ 150 pts each)</td>
<td>30%</td>
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<tr>
<td>Participation /Professional Development</td>
<td>10%</td>
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<tr>
<td>Individual Assignments (3 @ 100 pts each)</td>
<td>30%</td>
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<tr>
<td>Sales Presentation</td>
<td>25%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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ACCESS AND NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: https://leo.tamuc.edu/login.aspx.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

Email is the best way to contact me. I generally check my email several times each day and most questions will be answered within 24 hours. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, ask me during class or use the Virtual Office to clarify the answer. That way I can explain myself once instead of answering the same question multiple times.
Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 3 times per week. If you don’t respond to emails or login over a prolonged period (10 days), or if you miss 2 consecutive classes without an explanation, I will assume you intend to drop the course.

**Student Support**

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the 'Help' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

**COURSE AND UNIVERSITY POLICIES**

**Academic Honesty Policy**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

One problem that frequently comes up on assignments is plagiarism. Texas A&M University-Commerce does not tolerate plagiarism and other forms of academic dishonesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. **THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.**

All students must download the College's Statement on Academic Honesty, sign it, and return it.

**Drop a Course**

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. Wednesday, February 4th is the last day to drop a class with a 100% refund. April 5th is the last day to drop a class with no refund. May 3rd is the last day to Withdraw from all classes (no refund).

**Incompletes**

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

**Administrative Withdrawal**

Students who do not attend the first 2 classes, or stop attending classes may be administratively dropped from the class.
**ADA Statement**

**Students with Disabilities:**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu

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**COURSE OUTLINE**

**Week 1 (January 21)** Syllabus/Course Requirements and Chapter 1: Overview of Personal Selling

**Week 2 (January 26/28)** Chapter 1: Overview of Personal Selling. Begin Sales Professional Interview Assignment (due February 23). Wednesday: Speaker

**Week 3 (February 2/4)** Chapter 2: Building Trust and Sales Ethics. Wednesday: Professional Development Day (no class)

**Week 4 (February 9/11)**. Chapter 3: Understanding Buyers (Mon); Wednesday: Speaker

**Week 5 (February 16/18)**. Chapter 4: Communication Skills. Wednesday: No Class

**Week 6 (February 23/25)**. *Interview Assignment due in Dropbox by 10 pm Monday.* Chapter 5: Strategic Prospecting and Preparing for Sales Dialogue. Wednesday: Role Play. Begin Prospecting Assignment (due March 23)

**Week 7 (March 2/4).** *Midterm Exam over CH 1-5 on Monday.* Chapter 6: Planning Sales Dialogues and Presentations on Wednesday

**Week 8 (March 9/11).** Speaker on Monday. (No class on Wednesday)

*Spring Break March 16-22*

**Week 9 (March 23/25)**. Chapter 7: Sales Dialogue: Creating and Communicating Value (Mon). Submit Prospecting Assignment in Dropbox by 10 pm Monday. Speaker on Wednesday. Begin Sales Presentation Assignment (due April 29).

**Week 10 (March 30 / April 1)**. Chapter 8: Addressing Concerns and Earning Commitment. Book discussion 1 on Wednesday

Week 12 (April 13/15)  Chapter 10: Adding Value: Self Leadership and Teamwork

Week 13 (April 20/22).  Chapter 11: Sales Management and Sales 2.0 on Monday.  Core Concept Quiz on Tuesday, April 21 or Wednesday, April 22.  Continue working on Sales presentations, due April 29.

Week 14 (April 27/29).  Sales presentations due on Wednesday.  Presentations begin on Wednesday and continue through May 6th.

Week 15 (May 4/6).  Sales Presentations will be given during class.

Week 16 (May 13).  Final Exam over CH 6-11 is worth 150 points.

Rubric for Sales Presentations

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<thead>
<tr>
<th>Criteria</th>
<th>1</th>
<th>2</th>
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<tbody>
<tr>
<td>Sales Dialogue Template</td>
<td>Some elements of template are incomplete or not appropriately applied</td>
<td>Template is complete and all elements are appropriate for the situation</td>
<td>Template is thoroughly developed with exceptional application of sales concepts</td>
</tr>
<tr>
<td>Sales Presentation Aid</td>
<td>Minimal effort is made to implement presentation aid</td>
<td>Sales aid is appropriate to dialogue and strategy but not particularly useful in making the point.</td>
<td>Sales aid is professional and is an integral part of the presentation.</td>
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<td>Demonstrates LAARC</td>
<td>Ignores or misstates customer objections. Response to objections would not satisfy most customers.</td>
<td>Uses LAARC but does not understand or address objections effectively (approach too “canned”)</td>
<td>Uses LAARC to understand and address sales resistance effectively</td>
</tr>
<tr>
<td>Commitment/Closing</td>
<td>Technique is a poor match or easy for customer to ignore</td>
<td>Tries one or more appropriate techniques to gain commitment</td>
<td>Commitment technique correctly matches the situation. Uses 1 or more techniques to close sale</td>
</tr>
<tr>
<td>Follow Up Plan</td>
<td>Follow up plan is missing or vague</td>
<td>Follow up plan is complete</td>
<td>Follow up plan is thorough (including needed contacts and schedule), and offers opportunity to build the relationship in the future</td>
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