



MKT 367.01W SELLING AND SALES MANAGEMENT

COURSE SYLLABUS: Spring 2019

INSTRUCTOR INFORMATION

Instructor: Mary Anne Doty, Marketing Instructor

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Preferred Form of Communication: email

Communication Response Time: Generally within 24 hours M-F.

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 Policy, Marketing, Retail Management, Advertising and Promotions, Sales, International Marketing, Product Management, Entrepreneurship, Channels of Distribution, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky. She was named a Global Fellow at TAMUC in 2016.

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, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

NEW LEARNING MANAGEMENT SYSTEM (LMS) AND LOG-IN:

Effective Fall, 2018, a new LMS fully replaced eCollege. Preferred browser for D2L: Firefox or Chrome. To get started, you will need your campus-wide ID (CWID) and password to log into the course. Log-in to myLeo student portal and from the top menu ribbon select Apps (2nd tab). Scroll down and click on MyLeo Online D2L. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at (903) 468-6000 or helpdesk@tamuc.edu.

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Alternatively, use the new [myLeo Online](https://myleonline.tamuc.edu/d2l/login) URL (https://myleonline.tamuc.edu/d2l/login). You will login to the new myLeo Online system using your CWID and password, just like you would login to the student portal [to get into eCollege]. If you have not already done so, please go ahead and test your login to the system and report any problems to the e-mail listed below.

Once you are logged-in your D2L account, scroll to the bottom to find “My Courses.” If you have trouble logging in your myLeo Online, please e-mail Project.Nova@tamuc.edu immediately. If you have other technical difficulties with accessing your course once the semester has started, please use the Support Widget on the myLeo Online homepage to contact D2L Support. They'll be happy to help you!

You are also enrolled in the [myLeo Online Student Resources course](https://myleonline.tamuc.edu/d2l/home/6779) (https://myleonline.tamuc.edu/d2l/home/6779) that has been created as a brief orientation to the new system. Once you are logged in, click on the course selector icon at the top middle to access your course from the drop down menu.

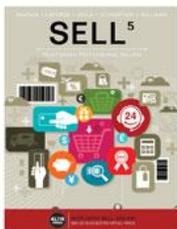
Professor Doty recognizes that the use of the new LMS will be challenging. We just need to be patient with the learning process. Obviously, there is a learning curve associated with the new platform.

Students who encounter other technical problems can also contact our HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by calling at (903) 468-6000.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Sell 5 by Ingram, LaForge, Avila, Schwepker and Williams, 2017 (Cengage Publishing). ISBN is 978-1-305-66794-5. The text is absolutely essential to succeeding in this course. The list price is around \$85 new, but you can also find used copies at a reduced price online. 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

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achieving the organization's goals. Communication techniques, career planning, selling strategies and tactics, as well as sales duties, responsibilities are included.

Student Learning Outcomes

MKT 367 aims to improve student understanding of concepts, principles, problems and applications of selling. After completing this course:

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

COURSE REQUIREMENTS

Instructional Methods

The course is organized with weekly assignments. Exams and discussion will be grouped in three modules: CH 1-5 (January 15-March 5); CH 6-10 (March 7 – May 9).

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%	900 points +
B = 80%-89%	800 – 899 points
C = 70%-79%	700 – 799 points
D = 60%-69%	600 – 699 points
F = 59% or Below	599 or fewer points

Total points Possible for Semester = 1000

Weights for Assessment	
Core Concept Quiz	5%
Exams (2 @ 150 points each)	30%
Participation / Professional Development	10%
Sales Professional Interview	10%
Sales Call Assignment	15%
Sales ethics case	10%
Partner Sales Presentation	20%

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Assessments

Activities / Assessments

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, readings, research, etc. which will be made available to you by each Monday and close on the date given in your course schedule.

Exams: (30% of total course grade) (SLO 1, 4 and 5)

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the D2L quiz tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 60 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day and close it at 11:30 pm. That means you must begin by 10:30 pm if you want the entire 60 minutes. Exams are closed book and individual. That means using your book or working with another student is considered cheating and is grounds for an F in the course. Exam I (CH 1-5) is on Tuesday, February 12; Exam II (CH 6-10) is on Thursday, May 9. Grading is objective, based on terms, concepts and examples in the textbook.

Assignments (65% of total course grade)

Sales Ethics Case (10% of total grade) SLO 2

Students will apply sales ethics theory to a written case assignment, **due February 12**.

The Sales Professional Interview Assignment (10% of total grade) SLO 1 (due Thursday, March 7) requires you to conduct a face-to-face or telephone interview with two sales professionals. At least one must be involved in Business-2-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.

Call Report Assignment (15% of total grade) SLO 1

Students will make appointments for phone interviews with others in the class. You will record the conversation, and follow up with memos of conversations, evaluations of conversations and summary report. **Due Tuesday, April 9**.

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Professional Development (10% of total grade) SLO 1 and 5

There are also numerous opportunities for professional development on this campus. Some are offered through the College of Business Career Services office, while others are offered by the TAMUC Campus Career Services. You will need to attend and participate in two of these activities to receive the other half of your participation grade. I will provide a list of activities, along with dates, times and places. One of these opportunities may be met by writing a book review of an approved popular sales book. **All activities must be submitted by Tuesday, April 23.**

Sales Presentation (20% of total course grade) SLO 3 and 4

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). One partner will be the salesperson and the other plays the customer, although both people develop the paper together. Partners will be assigned after spring break, based on how close you live or work from your partner. **Due on Tuesday, April 30.**

Core Concept Quiz: (5% of total class grade) SLO 1, 4 and 5

The Core Concept Quiz consists of multiple-choice questions over key terms that will be covered in the textbook. I will give you a list of specific terms to study about 2 weeks before the quiz on Tuesday, April 23 or Wednesday, April 24.

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.

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- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	<p>The current major version of iOS (the latest minor or point release of that major version) and the previous major version of iOS (the latest minor or point release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.</p> <p>Chrome: Latest version for the iOS browser.</p>

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Device	Operating System	Browser	Supported Browser Version(s)
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- 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
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site 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.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.
JavaScript is enabled.
Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader https://get.adobe.com/reader/](https://get.adobe.com/reader/)
 - [Adobe Flash Player \(version 17 or later\) https://get.adobe.com/flashplayer/](https://get.adobe.com/flashplayer/)
 - [Adobe Shockwave Player https://get.adobe.com/shockwave/](https://get.adobe.com/shockwave/)
 - [Apple Quick Time http://www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)
- 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

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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.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “[click here](#)” to submit an issue via email.



System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

- 1. Put all deadlines in your planner/calendar/phone. Deadlines are very important in business and I expect you to keep up with them.**

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2. **Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
3. **Login at least every other day during the semester. Check emails daily.**

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx).
<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)
<http://www.albion.com/netiquette/corerules.html>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

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<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

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- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

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Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

Week 1 (January 14-20). CH 1: Overview of Personal Selling

Week 2 (January 21-27). CH 2: Building Trust and Sales Ethics. Begin Sales Ethics Case, due February 12.

Week 3 (January 28 -February 3). CH 3: Understanding Buyers. First practice phone interview.

Week 4 (February 4-10). CH 4: Communication Skills. Second practice phone interview.

Week 5 (February 11-17). Sales ethics case due Tuesday, Feb 12.

Week 6 (February 18-24). Begin Sales Professional Interview assignment, due March 7. CH 5: Strategic Prospecting and Preparing for Sales Dialogue

Week 7 (February 25- March 3). CH 5 continued

Week 8 (March 4-10). Exam 1 (CH 1-5) on Tuesday. Discuss Sales Professional Assignment, due March 7.

Week 9 (March 11-17). Chapter 6: Planning Sales Dialogues and Presentations

Spring Break March 18-24.

Week 10 (March 25- 31). CH 7: Sales Dialogue: Creating and Communicating Value

Week 11 (April 1-7). CH 8: Addressing Concerns and Earning Commitment,

Week 12 (April 8-14). CH 9: Expanding Customer Relationships. **Call report summary due April 9.**

Week 13 (April 15-21). CH 10: Adding Value: Self Leadership and Teamwork.

Week 14 (April 22-28). Professional Development Discussion. **All activities must be submitted by Tuesday** in class. **Core concept quiz on Tuesday, April 23 and Wednesday, April 24.** Rehearse presentations.

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Week 15 (April 29-May 5). Sales Presentations due April 30.

Week 16 (May 9) Exam 2 (CH 6-10)

Rubric for Sales Presentations

Criteria	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
Sales Dialogue Template	Some elements of template are incomplete or not appropriately applied	Template is complete and all elements are appropriate for the situation	Template is thoroughly developed with exceptional application of sales concepts
Sales Presentation Aid	Minimal effort is made to implement presentation aid	Sales aid is appropriate to dialogue and strategy but not particularly useful in making the point.	Sales aid is professional and is an integral part of the presentation.
Demonstrates LAARC	Ignores or misstates customer objections. Response to objections would not satisfy most customers.	Uses LAARC but does not understand or address objections effectively (approach too "canned")	Uses LAARC to understand and address sales resistance effectively
Commitment/Closing	Technique is a poor match or easy for customer to ignore	Tries one or more appropriate techniques to gain commitment	Commitment technique correctly matches the situation. Uses 1 or more techniques to close sale
Follow Up Plan	Follow up plan is missing or vague	Follow up plan is complete	Follow up plan is thorough (including needed contacts and schedule), and offers opportunity to build the relationship in the future

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