MKTG 3323 – Sales Management

Course Description/Overview

Management of the personal selling function of firms; selection and training of sales personnel; performance evaluation; establishment of realistic sales goals; motivation of the sales force; coordination of personal selling with non-personal organization communications.

Prerequisite Knowledge
Junior standing

Course Technology
Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Blackboard.

Class Meeting Times
MKTG 3323.010 class meets on Wednesdays from 6:00 p.m. to 8:45 p.m.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911; or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Gayle Randall
Senior Instructor of Management and Marketing
Office: RAS 244
Phone: 325-486-6619; Mobile: 325-939-1263
E-mail: grandle@angelo.edu
Office Hours: Monday/Wednesday 10:45 a.m. – 12:00 p.m., 12:45 – 1:30 p.m.; by appointment

Course Objectives

The objectives of this course are for you to develop applicable knowledge (as a sales manager) in regard to:

• The role of sales managers in the highly competitive selling environment
• The key behavioral, technological, and managerial forces and long-run trends in the sales environment
• The increasing importance of ethical considerations for sales managers and salespeople
• The importance of analytical, communication, relationship, and leadership skills necessary in today's sales managers
• The importance of developing long-run, win-win relationships and partnerships
Like other introductory survey courses, you will be exposed to and expected to learn the “language of sales management” (that is, terms, concepts, and frameworks) utilized by practicing sales force managers. However, it is also expected that by the end of the course you will have a solid understanding of the major decision areas under sales management responsibility, the basic interrelationships of those decisions areas, and an appreciation to how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses.

This course is designed to be interactive, experiential, and pragmatic while developing your conceptual and creative management abilities. Case studies will be used each week to enhance learning. Groups of students will present a case weekly.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a business career.

**Student Learning Outcomes**

After completing this course, you should be able to:

- Identify sales opportunities and related issues that are commonly faced by sales professionals, including (but not necessarily limited to): identifying sales prospects, planning a professional sales pitch, and closing the sale
- Demonstrate competency in interpersonal oral communication
- Demonstrate knowledge of the dynamic roles of the sales professional and sales force in the marketing mix and as part of the larger business enterprise.
- Express an understanding of the ethical issues sales persons face in a professional sales setting.

**Methods of Assessing Learning Outcomes**

Student knowledge and proficiency will be assessed through the following methods:

- Three examinations will assess the ability to remember and understand the core proficiencies related to sales professionals, sales management, and ethical issues.
- One case study analysis and presentation will assess the competencies in interpersonal oral communication.

**Course Textbook and Required Readings**

Grading Policies

This course employs the following to measure student learning:

Exam 1 100 points
Exam 2 100 points
Exam 3 100 points
Case Analysis and In-Class Presentation 100 points
Total Points 400 points

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90% - 100% 360-400 points
- B = 80% - 89% 320-359 points
- C = 70% - 79% 280-319 points
- D = 60% - 69% 240-279 points
- F = Below 60% Below 240 points

Tests and Final Exams
The tests during the term are objective-test format. The tests will consist of multiple-choice questions given in the traditional format (given in the classroom on the dates specified on the Class Schedule). SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.

The tests during the term will generally involve about 50 - 60 choice and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to come by at any point to review your test in more detail if you wish. I will be pleased to go over your test with you personally if you have questions or concerns that are not discussed in the review of the exam.

Case Study Presentation
The purpose of the presentations is to enhance interpersonal communication skills, which are essential in today's business environment.
Present the following:

1. Overview of the company or companies involved
2. Overview of the marketing and management issue(s)
3. Discuss the root causes of the mistake or the reasons for the success
4. Discuss what can be learned from the case
5. Answer all questions presented by the author at the end of the chapter
You will find these guidelines helpful for your success in your group presentation:

- Analyze any graphs or charts in the case.
- Bring a copy of presentation to class the day you present. You may use PowerPoint slides to accompany your presentation.
- Present for at least 20 minutes in length.
- **Be prepared, be practiced, and wear proper presentation attire.**

You will be given an opportunity to sign up for the case studies on the first day of class.

**Attendance Policy**
Attendance is not only strongly encouraged, but expected. The model I will use in assigning attendance grades is as follows:

- 0 to 2 absences: Qualifies you for any curve that is given at the end of the term.
- 3 to 4 absences: You do not qualify for any curve that is given at end of term.
- 5 to 6 absences: Your final grade is dropped by a letter grade.
- 7+ absences: You will receive an “F” for the term.

It is your responsibility to keep track of your attendance. **If you leave before the class ends or arrive late, you will be marked absent.**

**Response Time**
Individual exams will be graded and returned to the students within one week of the exam date.

**Course Policies**

**Academic Honesty and Integrity**
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

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It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials.
The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

**Courtesy and Respect**

Courtesy and Respect are essential ingredients to this course. We respect each other’s opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one’s ethnicity, lifestyle, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from the course.

**Accommodations for Disability**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126; (325) 942-2126 (TDD/FAX) or by e-mail at StudentLife@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

**Religious Holy Day Observance**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

**Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

**Grade Appeal Process**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For
complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Conferences
I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325-939-1263 or grandall@angelo.edu.
# Class Schedule – Fall, 2017

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<tr>
<td>8/30</td>
<td>Course Introduction and Organization, Chapter 1, Introduction to Sales Management and its Evolving Roles</td>
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| 9/06     | Chapter 2, Managing Ethics in a Sales Environment  
Case 2.1; Billings Pharmaceuticals: Customer Vulnerability/Moral Equity |
| 9/13     | Chapter 3, Customer Relationship Management and Building Partnerships  
Case 3.2; TC’s Bookings: Getting the Most Out of a CRM System |
| 9/20     | Chapter 4, The Selling Process  
Case 4.1; Sollex-Digital: Effective Negotiation Strategies |
| 9/27     | **Exam 1 (Chapters 1, 2, 3, 4)** |
| 10/04    | Chapter 5, Sales Forecasting and Budgeting  
Case 5.1; AKAMAI Corp.: Developing Sales Forecasts |
| 10/10    | **College of Business Career Fair Today (11:00–2:00 Houston Harte, UC)** |
| 10/11    | Chapter 6, Sales Force Planning and Organizing  
Case 6.2; Wild Wille “Juiced” Drinks: Planning for Sales Growth |
| 10/18    | Chapter 7, Time and Territory Management  
Case 7.2; SalesTech, Inc.: Coping with Growth |
| 10/25    | Chapter 8, Recruiting and Selecting the Sales Force  
Case 8.2; R Technology: Improving Recruitment and Selection |
| 11/01    | **Exam 2 (Chapters 5, 6, 7, 8)** |
| 11/08    | Chapter 9, Training the Sales Force  
Case 9.2; Midwest Auto Parts, Inc.: The Value of Sales Training |
| 11/15    | Chapter 10, Sales Force Leadership  
Case 10.1; School Suppliers, Inc.: Leading a Diverse Sales Force |
| 11/22    | Chapter 11, Sales Force Motivation  
Case 11.2; Sales Actions Software: Motivating Salespeople in Different Stages |
| 11/29    | Chapter 12, Sales Force Compensation  
Case 12.2; Sun-Sweet Citrus Supply, Inc.: Compensation and Sales Expenses |
| 12/06    | **Exam 3 (Chapters 9, 10, 11, 12) at 6:00 p.m.** |
# In-Class Case Analysis

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