

MKT 367.01W
Selling & Sales Management
Syllabus – Fall 2015

Instructor: Dr. Scott Sewell

Day/Time/Location: Online

Office: BA 322

Office Hours: Tuesday & Thursday 1:00 – 2:00 pm., Online in Virtual Office

Marketing Office Telephone: 903-886-5692, **Fax:** 903-886-5703

E-Mail: *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.

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)
- 10 Assignments (15 points each for a total of 150 points)
- 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/Assignments: There are 10 **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. (150 total points) *Please note the **deadline** for Assignments is 11: 59 pm on **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.

Week	Dates	Chapter(s)	Activities
1	Aug 31 - Sept 6		eCollege Tutorial / Syllabus Review / Student Lounge & Introductions
2	Sept 7 - Sept 13	1, 2	Assignment
3	Sept 14 - Sept 20	3	Assignment Step A: Sales Presentation Semester Project
4	Sept 21 - Sept 27	4	Assignment
5	Sept 28 - Oct 4	5	Exam 1 (Chapters 1, 2, 3, 4)
6	Oct 5 - Oct 11	6, 7	Assignment
7	Oct 12 - Oct 18	8, 9	Assignment
8	Oct 19 - Oct 25		Exam 2 (Chapters 5, 6, 7, 8, 9)
9	Oct 26- Nov 1	10	Assignment
10	Nov 2 - Nov 8	11	Assignment
11	Nov 9 - Nov 15	12	Assignment
12	Nov 16 - Nov 22	13	Assignment
13	Nov 23 - Nov 29	14	Assignment
14	Nov 30- Dec 6		Happy Thanksgiving!
15	Dec 7- Dec 13		Sales Presentation Semester Project
16	Dec 14 - Dec 18		Final Exam (Chapters 10, 11, 12, 13, 14) <i>Open Sunda – Friday</i>

GRADING:

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

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>					