



MKT 367.01W SELLING AND SALES MANAGEMENT

COURSE SYLLABUS: Spring 2020

INSTRUCTOR INFORMATION

Instructor: Mary Anne Doty, Marketing Instructor

Office Location: BA 319

Office Hours: T R 9:30- 10:45 am or by appointment

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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 and Distinguished Global Fellow in 2019.

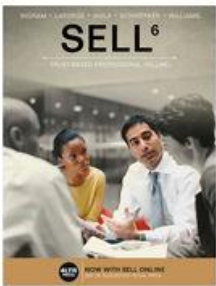
In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included 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.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

The syllabus/schedule are subject to change.

Sell, 6th Edition. by Ingram, LaForge, Avila, Schwepker and Williams, 2019 (Cengage Publishing). ISBN is 978-1-337-40800-4. 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. The materials required for this class and any others using Cengage products (such as MKT 386 and MKT 467) are included in ONE Cengage Unlimited subscription. For \$119.99 per semester, you get access to ALL your Cengage online textbooks, and access codes, in one place. \$7.99 hardcopy textbook rentals are also available for select titles. Download the free **Cengage Mobile App** to get your Cengage Unlimited online textbooks and study tools on your phone. Ask for Cengage Unlimited in the bookstore or visit **cengage.com/unlimited**.



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.

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.

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COURSE REQUIREMENTS

Instructional Methods

The course is organized with weekly assignments. Exams and discussion will be grouped in two modules: CH 1-5 (January 13-February 27); CH 6-10 (February 28 – May 4).

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%

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.

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Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 questions, mostly multiple choice, (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 11:59 pm. That means you must begin by 10:50 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 Thursday, February 27; Exam II (CH 6-10) is on Monday, May 4. 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 11.**

The Sales Professional Interview Assignment (10% of total grade) SLO 1 (due Thursday, March 5) 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 7.**

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 21.**

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 28.**

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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 21 or Wednesday, April 22.**

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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.

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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. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

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.**
- 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>

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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](#)

<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

The syllabus/schedule are subject to change.

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<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.

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 13-19). CH 1: Overview of Personal Selling

Week 2 (January 20-26). CH 2: Building Trust and Sales Ethics. Begin Sales Ethics Case, due February 11.

Week 3 (January 27 -February 2). CH 3: Understanding Buyers. First practice phone interview for Call Report assignment.

Week 4 (February 3-9). CH 4: Communication Skills. Second practice phone interview for Call Report Assignment.

Week 5 (February 10-16). Sales ethics case due Tuesday, Feb 11. CH 5: Strategic Prospecting and Preparing for Sales Dialogue

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Week 6 (February 17-23). Begin Sales Professional Interview assignment, due March 5th. Professional Development opportunities on Feb 20 (Adulting 101).

Week 7 (February 24- March 1). CH 5 continued. Exam 1 (CH 1-5) on Thursday, February 27.

Week 8 (March 2-8). Submit Sales Professional Interview Assignment, due March 5.

Spring Break (March 9-15, 2020)

Week 9 (March 16-22). Chapter 6: Planning Sales Dialogues and Presentations

Week 10 (March 23- 29). CH 7: Sales Dialogue: Creating and Communicating Value

Week 11 (March 30- April 5). CH 8: Addressing Concerns and Earning Commitment,

Week 12 (April 6-12). CH 9: Expanding Customer Relationships. **Call report summary due April 7.**

Week 13 (April 13-19). CH 10: Adding Value: Self Leadership and Teamwork.

Week 14 (April 20-26). Professional Development Discussion. **All activities must be submitted by Tuesday, April 21. Core concept quiz on Tuesday, April 21 and Wednesday, April 22.** Rehearse presentations.

Week 15 (April 27-May 3). Sales Presentations due April 28.

Week 16 (May 4) 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.

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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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