MKTG 3345: Sales Management

Spring 2014
TR 3:30 – 4:45 OCNR 115
Dr. Karen A. Loveland
Section 001

Instructor Information

<table>
<thead>
<tr>
<th>PROFESSOR</th>
<th>Dr. Karen A. Loveland</th>
</tr>
</thead>
<tbody>
<tr>
<td>OFFICE LOCATION</td>
<td>OCNR 354</td>
</tr>
<tr>
<td>OFFICE HOURS</td>
<td>12:30 to 3:30 TR (Office) Other times and virtual office hours (live chat) by appointment only</td>
</tr>
<tr>
<td>OFFICE PHONE</td>
<td>825-2878</td>
</tr>
<tr>
<td>E-MAIL ADDRESS</td>
<td><a href="mailto:karen.loveland@tamucc.edu">karen.loveland@tamucc.edu</a></td>
</tr>
</tbody>
</table>

E-MAIL ADDRESS (I check this address several times a day Monday through Friday and at least once every weekend. You can also email me directly through Blackboard (I have the system set up to forward email to this address).

Course Description & Objectives

The TAMUCC Undergraduate Catalog provides the following description of this course:

An exploration of the problems and practices of sales and sales management. Organizational structure and development of programs to assure a competent and effective sales force are stressed.

Prerequisites: MKTG 3310 and Junior standing or above.

MKTG 3345, Sales Management is an upper-division elective course in marketing. The primary purpose of the course is to introduce students to the nature, importance and principles of sales and sales management. After successful completion of this course, students should be able to:

- Describe and explain the major tasks of sales management.
- Apply the principles of sales management to a variety of real-life situations.
- Analyze a company/product and evaluate the effectiveness of the current sales program for that company/product.
- Design, develop and defend a sales program plan for a company/product.

Course Delivery Method & Policies

This is “blended/hybrid” course that combines classroom time/work with online course work. Specifically, TAMUCC defines a hybrid course as one that substitutes online interaction and course work for 50 to 84% of the traditional classroom contact hours. In this course, you will earn roughly 50% of your grade for assignments completed on your own time in Blackboard and the remaining 50% of your grade for assignments completed during scheduled class times.

I based (loosely) the course structure on a conglomerate corporation with multiple “strategic business units” (project teams) operating under the umbrella of a parent company (MKTG 3345). Each employee (i.e., student) of MKTG 3345 has an individual responsibility to understand the nature and mission of the company (i.e., the course topics covered in
the textbook) and complete individual work assignments that contribute to the success of their team and the company as a whole.

All MKTG 3345 employees (i.e., everyone in the class), meet with the CEO (i.e., ME, your instructor) from 3:30 to 4:45 every THURSDAY throughout the term. During those meetings, the CEO (again me, but for the sake of grammar, “I”) may share new information relevant to the entire company (e.g., I may deliver a brief lecture to clarify a difficult topic/concept), discuss the application of corporate principles to individual employees or SBUs (e.g., discuss how specific topics apply to various individual and team assignments in the course) and/or address issues raised by employees (e.g., students can introduce topics for discussion or ask specific questions about course topics).

IMPORTANT NOTE: In the event of illness, emergency or unexpected event requiring her presence (e.g., conference travel or jury duty), the CEO (instructor) may reschedule a Thursday meeting for the following Tuesday. Accordingly, employees (students) should not routinely plan non-work-related activities (e.g., outside employment, meetings with teams in other classes, beach time) from 3:30 to 4:25 on Tuesdays.

All MKTG 3345 employees will also attend the “annual meeting” (i.e., scheduled final exam time) to present their annual report (i.e., team project) to the company.

All MKTG 3345 employees meet with employees of their SBU from 3:30 to 4:45 every TUESDAY throughout the term. In most cases, top management (CEO, VP of Sales or VP of Marketing) may reschedule, relocate, or postpone the Tuesday meetings at their discretion to accommodate the individual needs and objectives of the unit.

Attendance at scheduled corporate and SBU meetings is assumed, participation in discussions and activities is expected. Employees are compensated (i.e., rewarded via grades) for fulfilling this expectation through a variety of mechanisms describe in the guidelines for individual grade components described later in this document.

IMPORTANT NOTE ABOUT THE COB CODE OF ETHICS: The College of Business (COB) requires all students taking COB classes to abide by the COB Student Code of Ethics (see http://cob.tamucc.edu/current_students/COB_STUDENT_CODE_%20OF_%20ETHICS_%20051204%20.pdf). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

The TAMUCC handbook and the COB Student Code of Ethics provide for consequences for academic dishonesty ranging from a zero for the assignment to a failing grade for the course to suspension or expulsion from the university depending on the severity of the ethics violation. I will report all forms of cheating, plagiarism or other academic dishonesty the appropriate university officials and will assign a “permanent zero” for the assignment in question.

IMPORTANT NOTE ABOUT AMERICANS WITH DISABILITIES ACT COMPLIANCE: 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 believe you have a disability requiring an accommodation, please contact the Disability Services Office at (361) 825-5816 or visit the office in Corpus Christi Hall, Room 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Please note that I will only provide reasonable accommodations recommended by the Disability Services Office. You are solely responsible for making sure I receive notification from Disability Services about your need for accommodation during the first two weeks of the semester (or within one week of receiving approval for accommodation from Disability Services for issues that that arise after the semester begins).
IMPORTANT NOTE ABOUT GRADE APPEALS: As stated in University Rule 13.02.99.C2, Student Grade Appeals, 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 University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

IMPORTANT NOTE ABOUT DROPPING A CLASS: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. If you stop attending and participating in the class and don’t process a course drop form, you will receive a failing grade. Friday, April 11, 2014 is the last day to drop a class with an automatic grade of “W” this term.

Required Text

There is one textbook required for this class:


You can purchase this book from the bookstore OR you can order it online from numerous sources.

IMPORTANT NOTE: You can purchase the textbook (hardcover, paperback or e-book version) directly from the publisher: http://www.routledge.com/cw/johnston-9780415534628/

Assignments & Grading

Your final grade depends on your performance on five types of assignments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Grade Component</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Quizzes</td>
<td>Worth 16%</td>
<td>Worth 16% of your final grade (80 points). You have the opportunity to take thirteen (13) quizzes worth up to 7 points each (91 points possible). I count the first 80 points toward your Total Chapter Quizzes grade; additional points count as Extra Credit.</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Worth 8%</td>
<td>Worth 8% of your final grade (40 points) -- The final exam is worth up to 50 points. I count the first 40 points toward your Final Exam grade, additional points count as Extra Credit.</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>Worth 18%</td>
<td>Worth 18% of your final grade (80 points). You will have the opportunity to complete two (2) assignments related to the “Comprehensive Cases” in the textbook. Each case assignment is worth up to 50 points. I count the first 80 points toward your &quot;Total Case Analysis&quot; grade; additional points count as Extra Credit. You will complete the first Case Assignment individually. For the second Case Assignment, you have the option of completing it individually or in teams of up to three students.</td>
</tr>
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</table>
Project Journal

ONLINE

Worth 10% of your final grade (50 points) – You will document your individual participation in and contribution to the team project via an individual journal in Blackboard. Instructions and grading criteria appear in the Team Project Guidelines.

Team Project

IN CLASS

Worth 50% of your final grade (250 points). The team project involves developing and presenting a detailed sales plan for a selected B2B division/organization/company. You will join a team at the beginning of the term (2nd class session) and work with that team throughout the term to deliver two significant “products”: A Written Sales Plan (worth up to 150 points) and a formal Presentation of the plan (worth up to 75 points). You earn the remaining 25 points from various “team duties” scheduled throughout the term (e.g., completing individual information forms, designating team roles, evaluating team members). Team members will have the opportunity to evaluate individual contributions to the team project. This evaluation forms the basis of a “contribution factor” for each student. I assign one grade for the entire team for all the assignments above. For the Written Sales Plan and Presentation grades, I multiple the team grade by your individual “contribution factor” to determine your individual grade for the project. The contribution factor MAY exceed 100% for some students resulting in extra credit for the Written Sales Plan and Presentation.

Extra Credit

In addition to the built in extra credit for the assignments above: Chapter Quizzes (up to 11 points), Final Exam (up to 10 points), Case Analysis (up to 20 points), and Team Project (??? points), I MAY offer additional extra credit opportunities when such assignments can be offered to the entire class (e.g., participating in a survey related to my research).

Detailed guidelines and grading criteria (including late and makeup policies) for the assignments above are available to registered students via the “Assignment Guidelines” page in Blackboard.

You should consider this class a "point hunt"...at the end of the semester, I'll simply add up all the points you earned this semester and apply the grading scale below to determine your final grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>%</th>
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<tbody>
<tr>
<td>A</td>
<td>450 and higher</td>
<td>90% to 100%</td>
</tr>
<tr>
<td>B</td>
<td>400 to 449.9</td>
<td>80% to 89.999%</td>
</tr>
<tr>
<td>C</td>
<td>350 to 399.9</td>
<td>70% to 79.999%</td>
</tr>
<tr>
<td>D</td>
<td>300 to 349.9</td>
<td>60% to 69.999%</td>
</tr>
<tr>
<td>F</td>
<td>299.9 and lower</td>
<td>59.999% to 0.00%</td>
</tr>
</tbody>
</table>

NOTE that the percentage (%) grade is for reference only...it will allow you to use the "estimated average" calculations in the grade book to see where you stand ("grade-wise") after each module. However, at the end of the semester, your grade is based on the points you earn. There will be NO "rounding-up" of grades...if you miss a cutoff by even a fraction of a point, you will receive the lower grade. If you think you might be "borderline", you should take advantage of extra credit opportunities to increase your grade. Extra credit is optional and does NOT factor in to the grading scale above. I simply add all the extra credit points you earn to your final point total in the class.
Tentative Course Schedule

While your instructor reserves the right to modify topics to reflect current events or other factors, the class will follow the schedule below:

<table>
<thead>
<tr>
<th>Module</th>
<th>Meeting Date</th>
<th>Topic</th>
<th>Required Reading</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>23-Jan</td>
<td>Course Overview</td>
<td>Syllabus &amp; Assignment Guidelines</td>
<td>N/A</td>
</tr>
<tr>
<td>1</td>
<td>30-Jan</td>
<td>Introduction to Sales Management</td>
<td>Chapter 1</td>
<td>Quiz 1; Project Job Application</td>
</tr>
<tr>
<td>2</td>
<td>6-Feb</td>
<td>Buying &amp; Selling Processes</td>
<td>Chapter 2</td>
<td>Quiz 2; Team Designation &amp; Role Assignment</td>
</tr>
<tr>
<td>3</td>
<td>13-Feb</td>
<td>Sales Force Management &amp; CRM</td>
<td>Chapter 3</td>
<td>Quiz 3; Project Topic Selection</td>
</tr>
<tr>
<td>4</td>
<td>20-Feb</td>
<td>Sales Force Organization</td>
<td>Chapter 4</td>
<td>Quiz 4</td>
</tr>
<tr>
<td>5</td>
<td>27-Feb</td>
<td>Information for Sales Management</td>
<td>Chapter 5</td>
<td>Quiz 5</td>
</tr>
<tr>
<td>6</td>
<td>6-Mar</td>
<td>Salesperson Behavior, Role Perceptions,</td>
<td>Chapter 6</td>
<td>Quiz 6; Case Analysis 1</td>
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<tr>
<td></td>
<td></td>
<td>and Satisfaction</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>20-Mar</td>
<td>Motivating the Sales Force</td>
<td>Chapter 7</td>
<td>Quiz 7</td>
</tr>
<tr>
<td>8</td>
<td>27-Mar</td>
<td>Recruiting &amp; Selecting the Sales Force</td>
<td>Chapters 8 &amp; 9</td>
<td>Quizzes 8 &amp; 9</td>
</tr>
<tr>
<td>9</td>
<td>3-Apr</td>
<td>Sales Training: Objectives, Techniques and</td>
<td>Chapter 10</td>
<td>Quiz 10; Project Background Summary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Evaluation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>10-Apr</td>
<td>Salesperson Compensation and Incentives</td>
<td>Chapter 11</td>
<td>Quiz 11</td>
</tr>
<tr>
<td>11</td>
<td>17-Apr</td>
<td>Cost Analysis</td>
<td>Chapter 12</td>
<td>Quiz 12; Case Analysis 2</td>
</tr>
<tr>
<td>12</td>
<td>24-Apr</td>
<td>Evaluating Salesperson Performance</td>
<td>Chapter 13</td>
<td>Quiz 13</td>
</tr>
<tr>
<td>13</td>
<td>1-May</td>
<td>Wrap-up &amp; Team Presentation 1</td>
<td>N/A</td>
<td>Written Sales Plan</td>
</tr>
<tr>
<td>14</td>
<td>TBA</td>
<td>Team Project Presentations</td>
<td>N/A</td>
<td>Final Exam; Team Contribution Forms</td>
</tr>
</tbody>
</table>

IMPORTANT NOTE: University policy requires faculty to notify students at the beginning of the term when any assignments (except a final exam) are due during the designated Final Examination schedule. Please consider this your notice that Team Project Presentations will occur during the scheduled final exam time for this course.