



## **COURSE SYLLABUS**

Course: **MKTG 4343 Selling and Sales Management**

Prerequisite: MKTG 3433

### **What's this course all about?**

According to the Catalog of Studies, this class is about how organizations and individuals communicate value and obtain desired results through the process of personal selling and customer relationship management, along with the role of sales management in the development of people and resource utilization within the firm.

However, it is much more than that.

This is an applications course (**in other words, you'll use what you learn!**) covering the techniques, skills, terminology and concepts utilized in the fields of selling and sales management. You will:

- Develop an understanding of personal selling as a major function within the marketing and promotional mix of an organization.
- Improve your ability to communicate with groups and individuals.
- Familiarize yourself with the principles of good selling.
- Consider a career in professional selling, and raise the bar on selling standards.
- Learn the concepts and practices of leading a team of salespeople by helping them become successful.

*We'll cover many topics, as you can see below.*

### **Why should I take this course?**

This course will provide you with practical and applicable expertise in the fields of selling and sales management along with a working knowledge of the history, terminology, and benefits of a career in the selling field. We will discuss and practice the selling process, selling management, and the interview process from "both sides of the table". MKTT 4343 will also provide information that may be beneficial not only in your further academic pursuits, but in your future personal and professional undertakings. The study of selling and sales management will help you no matter what your career choice.

**THE UNIVERSITY'S GUIDELINES FOR ACADEMIC HONESTY WILL BE FOLLOWED AT ALL TIMES!**

### **What will I have the opportunity to learn?**

First, you will gain an understanding of the selling process and sales management and how they fit into the operation of the business organization. Second, you will develop your selling and presentation skills with opportunities to present a variety of subjects to the class and to others guests in the

classroom. Third, you will develop your analytical skills through the utilization of case studies, lectures, videos, and presentations. And finally, we will discuss the interview process helping you learn how to hire and be hired.

### **Is there a text?**

No. You will learn through lectures, class discussions, guest speakers, and other in-class experiences. We will also use (but you don't need to buy, unless highly motivated!) *High Trust Selling and Killing the Sale* by Todd Duncan and published by Thomas Nelson, Inc. We will cover parts of the book in class and Mr. Duncan's writings will help you further understand the selling process. We will also discuss concepts and writings of Stephen Covey, Jeffrey Gitomer, Marcus Buckingham, and many other experts in the field. There is a significant influence on class discussions from Dr. Seuss. Yes, that Dr. Seuss.

### **What will class be like?**

I'll do my part to make it instructive and relevant. You do your part and participate!

Class Tips:

- Understand how the class operates early on. Read the syllabus and get the big picture of what we're trying to accomplish.
- If I mention in class to make sure to know something, its meaning is teacher-code for "it's going to be on the test!"
- Don't cram for exams. Keep up, come to class, and pay attention.
- Everything in the class is related...information builds on itself until the last exam and the final project.

We will cover a variety of specific topics in class this semester. Refer to the class schedule for a listing of those topics.

Your class will immediately be divided into teams, and each team will be responsible for a variety of presentations, papers, and discussions. The requirements of each team will be covered in class and in other parts of your syllabus. During the semester, your class will experience lectures, discussions, videos, case studies, group presentations, guest speakers, and a variety of other teaching methods all geared toward fulfilling the stated objectives of the course.

### **Do I have to come to class?**

A wise man once said (if you consider Woody Allen to be wise) that just showing up is a major part of success. Part of your grade will come from attendance-oriented pop quizzes. So, yes you should come. Your learning experience will be greatly enhanced by showing up, not only for you individually but for the whole class. Just like your job, you are expected to be here.

How important is my team?

The selection of your team will be an important part of your potential success as the team is responsible for significant parts of your class-work. They will also evaluate your performance throughout the semester, so select your team carefully and get involved with them early on in the semester. You select your team, thus you are responsible for handling team-related problems internally.

### **Are there any class rules?**

You will be held accountable for your responsibilities. Respect your classmates, have only those materials to be used in class on your desktop, and help our janitorial staff by picking up any trash left after class is dismissed. Reading the Traveler, Demozette, or any other non-sales related material after class begins is not suggested and will cause you to lose points.

Not sleeping in class is greatly appreciated. If you do choose to nap, please refrain from drooling, snoring, or belching. In addition, don't be surprised by the techniques used to wake you up since you're not supposed to even think about sleeping in class.

Professional Behavior Points: cell phones must be turned off at the beginning of class. 10 free points are available for behaving professionally throughout the semester. Each interruption will cost the class 2 points. Interruptions include phone ring-tones and students texting during class, reading the Traveler or other newspapers, using your laptop for projects other than for this class, and doing work for another class.

**ASSIGNMENTS WILL NOT BE ACCEPTED LATE FOR ANY REASON.**

**EXAMS WILL NOT BE RETURNED BUT MAY BE REVIEWED IN MY OFFICE FOR ONE WEEK AFTER THE EXAM GRADES ARE POSTED.**

Exams are matched with scantrons. Any student not returning an exam form will receive a grade of 0 for that exam.

### **What is expected of me? A lot!**

**PRACTITIONER INTERVIEW, PRESENTATION, AND PAPER**

1. Your team will be assigned a topic to study. After you gain an understanding of what the topic is about, your group will determine a minimum of 8 questions to ask a practitioner (a salesperson or sales manager) about how your topic is used in their business. You will then select a practitioner whom you will interview based on the questions you have determined are appropriate. You are required to ask the following questions in addition to the 8 your group determines are important:

\*What do you like about your job?

\*Would you change anything about your job? Why or why not?

2. From your practitioner's responses you are to prepare a maximum 25 minute presentation to be given to the class. The presentation should discuss the topic as an introduction only with the balance of the time being spent on the practitioner and his/her responses. This presentation will be worth 100 points, and the grading sheet is on Blackboard in order for you to see how the grading process is carried out. As a significant part of the presentation, you must "sell" the class on why your topic is relevant to them and their future career choices. In other words, tell us why we should care about what your practitioner has said. Remember, you are held accountable for your performance. If you do not do a part of your presentation, do not expect to receive points. You will be graded highly for exceptional performance, and vice versa.

This is a formal presentation and you should approach it accordingly...be at your best on presentation day. Make sure that you cover the required questions in your presentation, too. You may choose to have your practitioner come to class to help your discussion, and but remember that time limits are not flexible when bringing speakers. Bringing a practitioner is not necessarily a competitive advantage to the team.

Do not spend the preponderance of your time talking about the academics of your topic, i.e. things we have already discussed in class. Your focus is first and foremost on your practitioner and his or her accomplishments and wisdom. If you decide to bring your practitioner to class please make arrangements with the Marketing Administrative Assistant for parking his or her vehicle. You will probably need the date and times of his/her arrival, license plate number and vehicle description.

3. You are also to prepare a maximum 5 page single-spaced paper discussing your assigned topic briefly, your interview questions and why you chose them, your interview responses, and your group's summary of what you learned from spending time with the interviewee. Again, you are to sell the reader on why what your practitioner has to say is important. Each of the previous categories should be clearly delineated on your paper.

An additional page of the paper (Not included in the 5 pages of text) must be a copy of a "thank you" note AND ADDRESSED / STAMPED ENVELOPE you have sent to your chosen practitioner in appreciation for their giving you their assistance with your project, and the note must be signed by all team members. Practitioners will be contacted at random to verify your sending the note. DO NOT attach the actual note and envelope. Send the note and attach a copy.

You are also to attach your practitioner's business card to your paper. If your practitioner does not have a business card, you are to take a picture of your team with your practitioner. There are no exceptions.

The paper is worth 100 points and is graded based upon your topical coverage, thoroughness, quality of questions, quality of responses and how they relate to your given topic, and how well you convince your instructor that you know your topic.

REMEMBER, THERE MUST BE A DISCUSSION TO LET YOUR INSTRUCTOR KNOW WHY WHAT YOUR PRACTITIONER HAS SAID IS OF IMPORTANCE TO YOU AND YOUR TEAM, ALONG WITH THE CLASS. And again, you will be held accountable for your performance.

4. Your presentation will be given formally after the lecture for your topic is completed, and the paper is due at the end of your presentation. Each paper must have the interviewee's business card attached. There are no exceptions. Do not ask if you can turn the card in after class, as you will not be allowed to do so and your grade will be significantly reduced for the paper. If your practitioner does not have a card, you may submit a photo showing all team members and your practitioner in the same shot. I've stated this twice...I trust that you understand its importance.

### **Readings Case Studies and Role Play:**

There will be readings, role play scenarios and case studies posted on Blackboard and announced in class for you to review and discuss in class. These may also be used on your exams or pop-quizzes.

They are also for discussion and knowledge enhancement. The idea here is to USE what you have LEARNED so you can apply it!

**Exams:**

There will be three exams worth 120 points each. The exams will be true/false and multiple choice. You will need a pencil and a 100AS scantron form for all exams. There are to be no electronic devices, hats or caps, or computers during the testing period.

**Peer Evaluations:**

There will be a form posted to blackboard that evaluates each member of your group, and your individual evaluation will be worth a possible 100 points. The evaluation form must be turned in via hard copy to my office no later than 12 Noon on December 11. Again, there are no exceptions. If you do not turn in your evaluation form for your team members, you will not receive a grade even though your teammates evaluated you. Your grade will be the average of the scores you earn from your teammates. Evaluations are not available for discussion, as they are confidential. Under no circumstances will I respond to emails, phone calls or other communications regarding the grades your team gives you.

**Attendance:**

Attendance and class participation are very important. Have you seen this before? There will be 30 points available at 5 points per quiz. You will have 8 opportunities to earn all 30 points, so you can miss two and still receive full credit.

**THE Selling and Sales Management ROLE PLAY / CASE STUDY / FINAL PROJECT**

Your team will get to sell a good or service chosen at random and direct a sales management issue under a scenario described and handed out in class. This is a formal written project with hard copy done by your team. Each team is responsible for using what you have learned throughout the semester to prepare a maximum 6 page single spaced paper explaining how you will handle the assigned topics. This Final Project is worth 150 points and is the capstone project of the class. It must be EMAILED TO [jwcole@walton.uark.edu](mailto:jwcole@walton.uark.edu) at any time until 2pm ON DECEMBER 10.

**How are we graded?**

Again, each exam is worth 120 points for a total of 360 possible. The Final Project is worth 150 points. The interview paper is worth 100 points, and the presentation is worth 100 points. Pop quizzes / attendance points are worth 30 points at 5 points per. Group participation evaluations will be worth 100 points. Remember...there is no such thing as a perfect evaluation. Unless there are changes made during the semester, there will be 840 points available to earn during the semester. Grades will be assigned on a 90, 80, 70, 60 standard, and will not be curved. Once again, 90 to 100 is an A. 80 to 89.99 is a B, 70 to 79.99 is a C, 60 to 69.99 is a D, and below 60 is an F.

**Is there a final exam?**

No, there is a final project. Remember that the class builds on itself and it is important for your success in sales to understand the whole process.

Are there any extra point opportunities?

You have 10 potential free points for professional in-class behavior. What is considered professional behavior in class? Classroom professionalism is to be maintained at all times. Our goal is to create a positive, courteous, and respectful environment that is conducive to learning. All phones are to be turned off unless approved by your instructor for emergency purposes. Limit personal or side conversations while class is in session. No walking in and out during exams or when class is in session unless it is an emergency. Be punctual. Laptops are permitted for taking notes, but if you are using your laptop for purposes not related to class, you will be asked to leave the classroom and not use your laptop again. Don't put me in the awkward position of having to discipline unprofessional behavior – it is not fair to me and the distraction is not fair to your peers. Video or audio recording of class lectures is prohibited without the consent of the instructor.

**What if I have to miss an exam or a quiz?**

Important...If you miss an exam with an excused absence you may take a makeup on the last day of class. An excused absence is one that is discussed with and approved by your instructor in advance of the exam with a valid and verifiable reason, such as a job interview, illness or family emergency. Again, your excuse must be verifiable. Too many exams on the same day is not a reasonable excuse, do not even ask. Exams will not be given early.

Quizzes cannot be made up unless you have an excused absence. You have 5 days from the time of your absence to notify your instructor.

**What if the weather's crummy?**

Class will be held unless the University is officially closed. If it is unsafe for you to make the trip to class, be smart and be safe.

**When do I find out my grades?**

Exam scores will be posted to Blackboard generally within 48 hours of the exam being given. Papers and presentation scores generally take 10 days to grade.

**Accommodations for Students with Disabilities:**

Students are responsible for requesting accommodations from the Center for Students with Disabilities (<http://www.uark.edu/ua/csd>). It is the Walton College policy that students must also request testing accommodations from their instructor; this should be done in writing, ten days prior to the test date.

OUR JANITORIAL STAFF WORKS VERY HARD TO MAINTAIN THE CLEANLINESS OF OUR CLASSROOMS. IF YOU DO BRING SNACKS TO CLASS, PLEASE MAKE CERTAIN THAT THEY ARE DISPOSED OF PROPERLY. THANK YOU!

**Course Schedule:**

Please note that the course schedule and assigned tasks are subject to variation as topics take more or less time than scheduled and as the course evolves. The instructor reserves the right to alter the contents, requirements and/or scheduling of this course as needed. Any change that will impact scheduling of the course will be announced in class and posted on Blackboard. You are responsible for any changes made to the schedule even if you are absent from class the day changes are announced.

**Academic Honesty:**

“Academic dishonesty involves acts that may subvert or compromise the integrity of the educational or research process at the University of Arkansas, when such acts have been performed by a UA student. Academic dishonesty includes, but is not limited to, any act by which a student gains or attempts to gain an academic advantage for him/herself or another by misrepresenting his/her or another’s work or by interfering with the independent completion, submission, or evaluation of academic work.”

“As a core part of its mission, the University of Arkansas provides students with the opportunity to further their educational goals through programs of study and research in an environment that promotes freedom of inquiry and academic responsibility. Accomplishing this mission is only possible when intellectual honesty and individual integrity prevail.” (2012-13 University of Arkansas Undergraduate Catalog)

As a University of Arkansas student, you are required to be familiar with and abide by the University’s Academic Integrity Policy which may be found at <http://catalogofstudies.uark.edu/2882.php>.

**Implied Consent:**

By remaining enrolled in this class, you are acknowledging that you have read this syllabus, understand the contents, and agree to the terms contained within it.

I look forward to serving as your instructor and appreciate your reading the syllabus and understanding how this class will operate. Good luck and enjoy the class!