

1MKT 442
Sales Management
Spring Semester, 2007

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READINGS

- Textbook: *Management of a Sales Force*, 11th Edition, by Spiro, Stanton, Rich
- Various readings handouts (e.g., business press articles)

COURSE OBJECTIVES

- To examine the management and activities of an outside sales force.
- To understand the basic principles of sales management.
- To develop analytic abilities for dealing with the problems of field sales managers.
- To enhance the student's communication skills, both written and oral.

PERFORMANCE EVALUATION

Exams: There will be 3 exams, which will each cover material assigned in both the book and lecture. The format will be a combination of multiple choice and essays.

Case Memos/Presentations: About ten cases will be formally presented/discussed in class throughout the semester. Each student will be assigned to report on just one of these cases; write out thorough answers to the case questions; and then make a brief (~2 to 3 minute) oral presentation about the case to the class. ***This is an individual assignment.*** In addition to turning in the writeup/paper, ***each student is expected to have one (or 2 at most) transparency/overheads to help them present the case to the class. This overhead does not have to refer to all the case questions. What I'm looking for is a single overhead that summarizes what you think are the most important issues in the case. Staple a paper copy of the overhead on the back of your writeup (you can keep the actual transparency that you use in your presentation).***

Finally, students should do some additional research on the basic topic of the case using Lexis-Nexis Academic (available through the BGSU Library website), and staple exactly one article on the back of what is turned in. Again, this must be found and printed using Lexis-Nexis Academic. There is no need to writeup anything about this article, but I might ask you about it during the presentation.

So, again what each student turns in is:

- (1) a thorough writeup of the case questions (written in prose style).
- (2) a paper copy of the overhead stapled to the back (written in bullet-point style).
- (3) an article (found & printed through Lexis-Nexis Academic) that relates to the case.

Everything should be computer-generated (i.e., nothing should be handwritten). All students in the class should read the case ahead of time, and be prepared for discussion. These cases will be covered on the exams.

Forecasting Case: All students will be assigned to analyze a forecasting case. Details TBA.

Cheating: ...is not allowed. This includes plagiarism. Anyone caught cheating gets an “F” in the course.

Class Participation: The extent to which the objectives of this course are accomplished will largely depend on the quality of class discussion. Consequently, students are expected to attend class and to be prepared to contribute to class discussion by having completed the reading assignment. Note that participation points are not automatic, they must be earned.

Sales Simulation Game: Toward the end of the semester, the focus of the class will shift toward a sales simulation game. Instructions for how to play this game will become available to you later in the semester. In short, you will be assigned to a 3 to 4 person group, which will compete with the other MKT 442 groups in a computer simulation game. This is an opportunity for you to apply what you have learned in the course to a situation that is at least somewhat like the real world. Past students have found this to be a valuable, interesting experience that is also a lot of fun!

Sales Simulation Game Paper: Each individual student turns in a 3-page (double-spaced) paper discussing what s/he learned from playing the simulation game. Exhibits/charts showing decision-by-decision financial figures (such as company earnings, batting average, call rate, etc) are expected (and do not count in the 3-page requirement). More details TBA.

Grading Weights (as % of final course grade)

3 Exams (@21% each) 63%

Case memo/presentation 10%

Forecasting Case
10%

Class participation 7%

Sim Game Paper 10%

Bonus points:

Simulation Game
See below**
S. G. Quiz
1% bonus

** If the simulation game score is lower than the lowest test score,

then the sim game score will be thrown out. If not, then the average of the lowest test score and the simulation game will replace the lowest test score. In other words, the sim game score can only help you.

Dates	READING ASSIGNMENTS/TOPICS	ASSIGNMENTS DUE	
Week 1 Jan 9, 11	Course objectives/Overview (Ch. 1)		Thurs (1/11): Case 1-3 Cornell Co.
Week 2 Jan 16, 18	Strategic Sales Force Management (Ch. 2) Personal Selling (Ch. 3)		Thurs (1/18): Case 3-1 Omnico, Inc.
Week 3 Jan 23, 25	Sales Force Organization (Ch.4) Profiling and Recruiting Applicants (Ch.5)		Thurs (1/25): Case 5-1 Galactica
Week 4 Jan 30, Feb 1	Selecting and Hiring Applicants (Ch.6)		Thurs (2/1): Case 6-1 Delta Prdts
Week 5 Feb 6, 8	****Thursday, Feb 8: EXAM 1****		
Week 6 Feb 13, 15	Sales Training (Ch. 7) Motivating a Sales Force (Ch.8)		Thurs (2/15): Case 7-1 Sunrise Clean
Week 7 Feb 20, 22	Compensation (Ch.9) Expenses (Ch.10)		Thurs (2/22): Case 8-1 Diamond Hs.
Week 8 Feb 27, Mar 1	Forecasting Sales; Budgets (Ch.12)		Thurs (3/1): Case 6-4 Pacific Ppr
Spring Break – Mar 5-9			
Week 9 Mar 13, 15	Forecasting case due: Thur, Mar 15		
Week 10 Mar 20, 22	*** Tuesday, Mar 20: EXAM 2***		
Week 11 Mar 27, 29	Simulation Game Begins! Leadership (Ch. 11)	SIM GAME BONUS QUIZ: exact day TBA	Thurs (3/29): Case 11-1 Spectrum Hlth.
Week 12 Apr 3, 5	Sales Territories (Ch. 13)		Thurs (4/5): Case 13-1 Village Beds
Week 13 Apr 10, 12	Sales Volume Analysis (Ch. 14) Cost & Profitability Analysis (Ch. 15)		Thurs (4/12): Case 1-1 GW Pergault
Week 14 Apr 17, 19	Evaluating Individual Performance (Ch. 16)		Thurs (4/19): Case 2-1 Cardinal Con
Week 15 Apr 24-26	Ethical and Legal Responsibilities (Ch. 17)		
Finals Week Apr 30-May 4	**** FINAL EXAM****		

MKT442	Case Memos			
CASE	Write your name below			
	Name #1	Name #2	Name #3	Name #4
Thurs (1/11): Case 1-3 Cornell Co.				
Thurs (1/18): Case 3-1 Omnico, Inc.				
Thurs (1/25): Case 5-1 Galactica				
Thurs (2/1): Case 6-1 Delta Products				
Thurs (2/15): Case 7-1 Sunrise Clean				
Thurs (2/22): Case 8-1 Diamond Hs				
Thurs (3/1): Case 6-4 Pacific Paper				
Thurs (3/29): Case 11-1 Spectrum Hlth.				
Thurs (4/5): Case 13-1 Village Beds				
Thurs (4/12): Case 1-1 GW Pergault.				
Thurs (4/19): Case 2-1 Cardinal Con				