

COURSE SYLLABUS
MKT 4420
SALES MANAGEMENT
3 SEMESTER HOURS, Spring 2007
M 6:00 p.m.

ADD BOOK PROJECT WHERE THEY EVALUATE SALES TRAINING MATERIAL?

INSTRUCTOR: Dr. Charles Schwepker, Dockery 401-G, 543-8554, Schwepker@ucmo.edu

OFFICE HOURS: TR 8:30 - 9:15 a.m., 12:30 p.m. - 2:00 p.m.; M 5:15 – 5:45 p.m. or by appt.

REQUIRED TEXT and MATERIALS: *Sales Management: Analysis and Decision Making*, Ingram, Thomas, Raymond LaForge, Ramon Avila, Charles Schwepker and Mike Williams, 6th ed., 2006; *The 7 Habits of Highly Effective People*, Stephen R. Covey, 1989, a Fireside Book published by Simon & Schuster.

COURSE DESCRIPTION: A comprehensive examination of sales management in business-to-business settings. Topics include the role of personal selling as part of marketing strategy, salesforce organization and deployment, recruiting and selection of salespeople, sales training, motivating and rewarding salespeople and evaluation of performance.

PREREQUISITE: All B.S. in Business Administration degree preadmission courses, or MBA background requirements, MKT3405 and senior standing. Any deviation from this background MUST receive the approval of the Department Chair.

COURSE OBJECTIVES: The sales management course is designed to: a) expose students to the multi-faceted nature of the sales manager's job; b) build awareness of current sales management practices and relevant managerial issues; c) illustrate the interaction of sales management with the other elements of the marketing program and organization, and; d) develop analysis and problem-solving skills within a sales management framework.

STUDENT OUTCOMES:

Upon completion of this course, students should be able to:

1. Demonstrate an understanding of the sales process;
2. Demonstrate an understanding of the relationship between organizational and sales strategies and the sales function;
3. Demonstrate an understanding of methods for deploying a salesforce;
4. Demonstrate an understanding of activities involved in recruiting and selecting salespeople;
5. Demonstrate an understanding of methods for developing sales training programs;
6. Distinguish between salesforce leadership and supervision and demonstrate an understanding of what is involved in each;
7. Demonstrate an understanding of methods for motivating and rewarding a salesforce;

8. Demonstrate an understanding of how to evaluate both sales organization effectiveness and salespeople's performance;

9. Demonstrate an understanding of the *7 Habits of Highly Effective People* and indicate practice of these habits.

COURSE REQUIREMENTS: The nature of the class is based on interactive learning. This means that the professor will utilize a number of techniques to engage the student in the learning environment. To be a successful student, you must participate actively in these processes. Teaching methods will include class discussion, in-class exercises, outside assignments, video and lecture.

Case Analysis: During the course of the semester we will analyze several short cases. The class will be divided into small groups and each group will prepare responses to each case. These responses will be turned in for a grade and we will also have a discussion of the case. Additionally, each group will be responsible for role-playing one case (randomly assigned) during the course of the semester. **Make-up for missed cases will only be given for university excused absences when proof for such absence is provided.**

Periodical Summary: This project will broaden the student's knowledge of sales management as well as assist the student in developing communication skills essential to success in the world after college. Each student will present one oral summary of an article that relates to subject matter contained in the chapters of the text. The article, however, must relate to the student's assigned chapter. The presentation should briefly (5 minutes maximum) explain the article and clearly explain how it relates to subject matter in the text. The summary must be presented on the assigned day, and must be accompanied by a one page double-spaced typewritten review and a copy of the article. The oral presentation is worth 5 points and the written summary is worth 10 points.

* The typewritten summary should contain the following information in this order:

Student's name Class time Date
Title of the article
Author(s) of the article
Name of publication
Date of publication Volume Page Numbers
Text chapter to which the article applies
2-3 paragraphs summarizing the article
1-2 paragraphs explaining how the article relates to the chapter indicated above

Articles are to be chosen from any **business** periodical. Articles from popular press magazines and newspapers (the Wall Street Journal may be used) are **not** acceptable. If you are unsure of the acceptability of your source please see me. **THE ARTICLE YOU CHOOSE MUST BE NO OLDER THAN 2 YRS!!**

7 Habits Assignment: Students are required to read *The 7 Habits of Highly Effective People* and complete a report that discusses the habits, a personal assessment regarding the habits and an improvement plan. This

assignment will be passed out in class.

Exams: Exams may be drawn from the text, any assigned readings, class lectures and discussions, and other sources available to the student. The exams may include both objective and subjective questions. A number 2 lead pencil and NCS #4521 answer sheet (purchase from the Union) are needed for each exam. **Make-up exams will only be given for university excused absences when proof for such absence is provided.**

Class Participation: Students are expected to attend all classes and to complete all assignments. Furthermore, students should be prepared to discuss the assigned reading material, and actively participate in class discussion. An absence does not relieve the student of the responsibility to complete all assignments. If an absence is associated with a University-sanctioned activity, the instructor will provide an opportunity for assignment make-up. However, it is the instructor's discretion to provide or not to provide make-up work related to absences for any other reason.

Class attendance is vital to the learning experience of the students in this class. Therefore, students are expected to demonstrate good attendance and participation. Those who do so will be rewarded as follows:

- Miss 0 classes = Plus 10 points to his/her final point total.
- Miss 1 class = Plus 5 points to his/her final point total.

Only university excused absences will not count toward this total.

Late Policy: Attendance will be taken only at the beginning of class. Any unexcused lateness will be considered as an absence. If you are late, you must inform the instructor at the end of the class or you will be considered absent.

Conduct Policy: Classroom misconduct, including cheating, will not be tolerated. Refer to the CMSU Calendar/Handbook for complete details on academic honesty.

GRADING PROCEDURE:

	<u>Possible</u>	<u>Achieved</u>	
Exam #1			100 pts.
Exam #2		_____	100 pts.
Final Exam		_____	100 pts.
Case Analyses			45 pts.
Periodical Summary		_____	15 pts.

7 Habits Paper		60 pts.

7 Habits Progress Report #1		10 pts.

7 Habits Progress Report #2		10 pts.

Exercises		<u>10 - 50 pts.</u>

Total Points Possible		450-490 pts.*

*Graduate students will have an additional project (research paper or sales management investigation) to be distributed in class worth 100 points.

A = 90-100% of total points	Work of marked excellence.
B = 80- 89% of total points	Work of superior quality.
C = 70- 79% of total points	Work of average quality.
D = 60- 69% of total points	Work of inferior quality.
F = Below 60% of total points possible	Failure to do work of passing quality.

MARKETING & LEGAL STUDIES WEB ADDRESS: <http://webedit.cmsu.edu/market> This address provides information on available marketing and legal studies courses, syllabi, required courses for the major, faculty, scholarships, and information about the student chapter of the American Marketing Association. If you are interested in joining the American Marketing Association please see me or the Department secretary in Dockery 200 to obtain information and an application.

ADDITIONAL RESOURCES: Useful international marketing resources and copies of the Power Point presentations used in class may be found on the University's public (P) drive at "Classes/Schwepker/Mktg 4460" as well as on the University's Blackboard system. Please refer to the course documents section of Blackboard for writing tips for completing your papers. Also, you may access your library account, the online catalog, and electronic databases from James C. Kirkpatrick Library's website at <http://library.cmsu.edu>. For research assistance, you may contact the Reference Desk at 543-4154 or reference@libserv.cmsu.edu.

TENTATIVE SCHEDULE OF TOPICS

NOTE: The instructor reserves the right to make any necessary changes on the course syllabus and daily schedule. Students are responsible for any changes announced in class.

DATES

ASSIGNED CHAPTERS

Jan 9	Introduction; Module 1 - Changing World of Sales Management
Jan 15	No Class! Martin Luther King Holiday
Jan 22	Module 2 - Overview of Personal Selling; Case 2.2 Plastico, Inc.
Jan 29	Module 3 - Organizational Strategies and the Sales Function; Case 3.2 National Communications Manufacturing
Feb 5	Module 4 - Sales Organization Structure and Salesforce Deployment; Case 4.2 Opti-Tax Consulting
Feb 12	7 Habits Paper Due ; Appendix 4 – Developing Forecasts and Sales Quotas
Feb 19	EXAM #1 - Modules 2-4, Appendix 4
Feb 26	Module 5 - Recruitment and Selection; Case 5.1 Sweet-Treats, Inc.
Mar 5	Spring Break – No Class!
Mar 12	Module 6 - Continual Development of the Salesforce: Sales Training; Case 6.2 Compusystems, Inc.
Mar 19	7 Habits Progress Report #1 Due ; Module 7 - Sales Management Leadership and Supervision; Case 7.1 Tasti-Fresh Bakery Products
Mar 26	EXAM #2 - Modules 5-7
Apr 2	Module 8 - Motivation and Reward System Management; Case 8.2 Floor-Shine Cleaning Products
Apr 9	Module 9 - Evaluating the Effectiveness of the Organization; Case 9.2 Induplicate Copiers, Inc.
Apr 16	7 Habits Progress Report #2 Due ; Module 10 Evaluating the Performance of Salespeople; Case 10.2 Oakmaster Furniture
Apr 23	Managers Workshop Simulation
Apr 30	FINAL EXAM - Modules 8-10

Sales Management- Spring 2007, 6:00 p.m.

The following dates are available for periodical summary presentations. Please sign your name by the date and Module on which you wish to present.

<u>Presentation Date</u>	<u>Module</u>	<u>Student's Name</u>	
January	22	2	_____
	22	2	_____
	22	2	_____
	22	2	_____
	29	3	_____
	29	3	_____
	29	3	_____
February	5	4	_____
	5	4	_____
	5	4	_____
	12	Apndx	_____
	26	5	_____
	26	5	_____
	26	5	_____
March	12	6	_____
	12	6	_____
	12	6	_____
	12	6	_____
	19	7	_____

	19	7	_____	_____
	19	7	_____	_____
April	2	8	_____	_____
	2	8	_____	_____
	2	8	_____	_____
	2	8	_____	_____
	9	9	_____	_____
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	9	9	_____	_____
	9	9	_____	_____
April	16	10	_____	_____
	16	10	_____	_____
	16	10	_____	_____

Sales Management Case Role Play Assignment
Spring 2007, 6:00 p.m.

<u>Date</u>	<u>Case</u>	<u>Team That Performed Role Play</u>
Jan 22	Case 2.2 Plastico, Inc.	_____ _____
Jan 29	Case 3.2 National Communications Manuf.	_____
Feb 5	Case 4.2 Opti-Tax Consulting	_____ _____
Feb 26	Case 5.1 Sweet-Treats, Inc.	_____ _____
Mar 12	Case 6.2 Compusystems, Inc.	_____ _____
Mar 19	Case 7.1 Tasti-Fresh Bakery Products	_____
Apr 2	Case 8.2 Floor-Shine Cleaning Products	_____ _____
Apr 9	Case 9.2 Induplicate Copiers, Inc.	_____ _____
Apr 16	Case 10.2 Oakmaster Furniture	_____