Fall 2015

MKT 3530

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University of New Orleans

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It’s an exciting and challenging time to be -- or anticipate being -- a sales manager! Sales Managers play rapidly changing, pivotal, multifaceted roles in planning, organizing, managing, directing, and controlling the sales departments of their organizations. The sales manager’s responsibility for managing the sales force and its interface with prospects, customers, and various stakeholders is possibly the most crucial of all functions in terms of determining the firm’s success.

Instructor: Joseph J. Ewell Jr.
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Office Hours: Wednesday 4:00-5:30 pm
Other days and/or times: by appointment

* Due to my service and other professional obligations, it is conceivable that office hours may have to be occasionally rescheduled. When this must occur, I will post a notice at least 24 hours in advance and inform you when these hours will be rescheduled.

Prerequisites:
MKT 3501 (Principles of Marketing), or equivalent. *You must have this prerequisite to take this course!* If you do not have this prerequisite and feel that you have a legitimate reason to take this course this semester, please email me for consideration. If you do not have this prerequisite, you may be removed from the course without notice.

Text:

Additional Reading:
Strengthfinders 2.0 by Tom Rath (Gallup Press, ISBN: 978-1-59562-015-6)

Course Description:
The Sales Management course introduces students to the basic concepts and practices of modern sales management. Among the topics covered will be the methods and procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force. Special emphasis will be placed on the need for excellent business communication skills and professionalism for success in the field.
Course Objectives:
To develop a strong conceptual & operational foundation in the following areas:
   1.  Sales + Management Content areas
   2.  Business Communication, traditional and electronic
   3.  Professional and Ethical Business Conduct

Course Activities:
An underlying assumption of this course is that students learn best and retain the most through active participation in the learning process. Therefore, classroom sessions will consist of a mixture of short lectures, student discussions of material and assignments, case discussions, and active learning exercises. Further, guest speakers will visit the class throughout the semester and share their experiences in sales, sales management, and various related content areas.

Attendance Policy:
I expect you to attend class on a regular basis. Your participation grade will suffer every time you are not in class. **If a student misses 3 classes (i.e., roughly 20% of the class), he or she will automatically receive a 25 point reduction for overall participation, and will receive an additional 10 point reduction for every class missed after that.**

Course Evaluation:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams 1 &amp; 2 @ 100 pts. each</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam</td>
<td>150</td>
</tr>
<tr>
<td>Written Case Analyses (3 @ 25 pts. each)</td>
<td>75</td>
</tr>
<tr>
<td>Strengthfinders Project</td>
<td>100</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>100</td>
</tr>
<tr>
<td>Participation</td>
<td>75</td>
</tr>
<tr>
<td>Whining, complaining, &amp; begging</td>
<td>(0 to -25)</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>700 points</strong></td>
</tr>
</tbody>
</table>

Further, the grading scale is:

   90-100%  A
   80-89%   B
   70-79%   C
   60-69%   D
   0-59%    F

(Note: Take your total # of points earned and divide it by 700 to calculate your percentage grade.)

**Exams** will consist primarily of multiple choice and short answer questions. I will post more specific information regarding each exam as the exam dates approach. **No make-up exams will be given except under highly extenuating circumstances and with prior approval of the**
instructor. Two conditions must be met to warrant approval: (1) there is an emergency that the student discussed with me before missing the exam and (2) documentation of the emergency situation is provided. Otherwise, the student will receive 0 points for that exam.

Three case analyses will be completed during the semester. The three assigned cases are found in your textbook. You will answer the corresponding case questions for the assigned cases and turn a hard copy of your typed answers by the beginning of class on the date specified. The cases will also be discussed in class on the due date.

Active class participation is expected and necessary to accomplish the objectives of this course. Your class participation will be assessed each day through case discussions, group exercises, and written post-speaker highlights. Remember, if you are not here, you cannot contribute (see attendance policy,)! However, attendance alone will not result in a “good” participation grade. Issues such as class preparation, participation quality and demeanor are also assessed. You should behave in class as expected in a professional business.

Cell Phones & Other Equally Disruptive Behaviors:
All cell phones will be turned off (or silent) in class unless I am notified prior to class of a possible emergency requiring the devices to be left on (a personal emergency is a sick parent or child, not firming up your plans for Friday night). Failure to adhere to this policy will result in a warning on the first offense and a 5-point deduction from your participation grade on each subsequent offense.

Students who exhibit other disruptive behavior such as studying or working on assignments for other classes, reading the newspaper, and carrying on distracting conversations with neighbors will be warned and/or asked to leave the classroom and the behavior reflected in that day’s participation grade.

Moodle:
Course documents will be available on Moodle. Please check it on a regular basis. Also be sure to download any documents that you might need prior to coming to class. PowerPoint slides and/or handouts may be distributed in class, but they will be available on Moodle as well. Important course announcements will also be posted.

Student Conduct:
Students must conduct themselves in the appropriate manner and abide by all policies outlined in the UNO Judicial Code. Cheating, plagiarism, and academic misconduct will not be tolerated and will result in a minimum penalty of a “0” for the related assignment.
MARKETING 3530 - CLASS SCHEDULE

8/19 (W) – Course Introduction
  – Chapter 1 – Introduction to Sales Management

8/26 (W) – Chapter 2 – Managing Ethics in a Sales Environment
  Case Discussions

9/2 (W) – Chapter 3 – CRM
  Introduction to Strengthfinders
  Chapter 4 – The Selling Process

9/9 (W) – Chapter 5 – Forecasting and Budgeting

9/16 (W) – NO CLASS

9/23 (W) – Chapter 6 – Sales Force Planning and Organizing
  (Guest Speaker, Bryan Ross, Director of Sales, New Orleans Pelicans)?
  Case 6.1 PlayMart Toyz – Analysis Due

9/30 (W)  Exam #1 – Chapters 1-6
  Strengthfinders Discussion
  Strengthfinders Assessment Due

10/7 (W) – Exam #1 – Retake (if necessary)
  Chapter 7 – Time and Territory Management
  Guest Speakers – Sales Representatives from Abbott, AstraZeneca, and Humana
  Strengthfinders Group Exercise

10/14 (W) – NO CLASS – Mid Term Break

10/21(W) – Chapter 8 – Recruiting and Selecting the Sales Force – MARKETING WEEK
  Guest Speaker, Alex Glaser Attorney, Phelps Dunbar
  Introduction to Group Management Presentation

10/28 (W) – Case 8.2 Vector Marketing Corporation
  Case 8.1 R3 Technology
  Case Analyses Due (both)
  Chapter 9 & 10 - Training the Sales Force and Sales Force Leadership
THE COURSE SYLLABUS PROVIDES A GENERAL PLAN FOR THE COURSE; DEVIATIONS MAY BE NECESSARY.

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact their instructors to discuss their individualized needs for accommodations.