SYLLABUS - Fall Semester, 2012

MARKETING 456.022 Sales Management, 3 Credit Hours
       Wednesday Night 4:00- 6:30pm, Room BU 453
Department of Management, Marketing and International Business

NOTE: This syllabus is provided to you as a guide for class content and expectations this semester. It is not a contract, and is subject to change as necessary.

COURSE DESCRIPTION: Management of field sales personnel, including motivation, sales territories and administrative functions.

PREREQUISITE: Marketing 351 (Principles of Marketing)

PROFESSOR: Dr. Larry O'Neal, Office: 403 K, McGee Business Building
Office Telephone: 468-4103, email: loneal@sfasu.edu

OFFICE HOURS: Tentative: MW 10:30-11:30am, and MW 2- 3:30pm, also, TR 9-9:30am, 10:50-11:20am and TR 2- 3:30pm, or by appointment


COURSE ACCOMMODATIONS: Students with Disabilities--To obtain disability related accommodations and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/ 468-1004 (TDD) as early as possible in the semester. Once verified ODS will notify the course instructor and outline the accommodation and/ or auxiliary aids to be provided.

COURSE OBJECTIVES: Help students who are interested in a career in sales or sales management learn to recruit, train, motivate and supervise sales people.

STUDENT LEARNING OUTCOMES: 1. Identify the Marketing and business terms and concepts that are significant within the fields of Marketing and Sales Management to be measured by performance on examinations
2. Understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations
3. Demonstrate how to apply and use these concepts in Marketing, Sales Management, and/or business, to be measured by performance on examinations and the term project
4. Demonstrate preparation for entry into a career in Marketing or Sales Management, to be measured by overall performance in meeting the course requirements
ATTENDANCE and PROFESSIONAL POINTS: You are to attend all class meetings in accordance with the policies of this University. Attendance at all scheduled exams is mandatory. Regular attendance is expected for all classes, and arrive on time or before class begins. 10% of your total grade will be class attendance and professionalism. Professional points consist of your total approach to this class: conducting yourself professionally in class discussion, along with your conduct and participation on your team term project, etc. Professional points (10\% of total grade) consist of: 1. Attendance- 5 points off for each time late to class, 10 points off for each class missed after two missed classes. 2. Class discussion- 5 to 10 points added for each good to excellent answer to questions asked in class, or your extra outstanding contribution to class discussion, or 5 points off for each weak, or non- answer, in class discussion. 3. Team Term Project- missed meetings, not being prepared for team meetings, not completing your share of work, 10-20 points off for each instance. 4. Special Extra Effort- assistance to, or working well with, professor, speaker, or other students, or SFA- both in and out of the class room, as long as it is related to our class, and/or helping SFA. This includes attending class for outside speakers, attending any Class Field Trip or any other outside class events, volunteering for Showcase Saturday, Career Fair, Marketing Week, etc., etc., add 10 points for each instance.

EVALUATION: Your final grade will be based on your scores for 2 or 3 major exams, a team term project, and class participation and professionalism. Major exams (2 or 3, if you take Optional Final) (all equal weight) and, Term Project (2 written reports) (all the above) =900 points Class participation and professionalism =100 points Total =1,000 points

FINAL GRADE: The final grade will be determined strictly on this basis:
A = 89.50\% to 100\% of perfect total score
B = 79.50\% to 89.49\% of perfect total score
C = 69.50\% to 79.49\% of perfect total score
D = 59.50\% to 69.49\% of perfect total score
F = below 59.50\% of perfect total score

CURVE POLICY: If the average on an Exam falls below 75\% then all raw scores may be raised so the class average will become 75\%. For example, if the raw score class average is 67\%, the 8 points would be added to each individual's raw score (in that particular situation).

EXAM STYLE: All exams will be objective, consisting of multiple choice questions. A short answer essay question may be added to exams for bonus or extra credit. If necessary, any make-up exam may be essay or objective in format (at the instructor's discretion). Exams are lengthy, comprehensive, and detailed.
ACADEMIC MISCONDUCT: This class will follow official University Policy with regard to academic misconduct. For example, cheating on exams, or turning in papers that are not your own work, will not be tolerated.

FINAL EXAM: The final exam will cover the last part of class material. Your final exam will be given at the regularly scheduled time during final exam week.

MAKE-UP EXAM: A make-up exam will be given only when the student can show proof of an absence from the scheduled exam that can be excused under university regulations. If a student misses a regular exam and has an excused absence, one special make-up exam will be given just before the end of the semester. The make-up exam may be essay or objective (at the instructor's discretion).

TEAM TERM PROJECT GUIDELINES (Create your own basic Marketing Plan for next year)

Students will be required to form teams to write a Basic Marketing Plan for a business/sales organization. Students will form teams of up to 2-3 people and each student on the team will analyze and help write at least part of the eight steps of Kotler’s Marketing Plan. Use Dr. Philip Kolter’s Marketing Plan outline shown in your class handout, if your goal is to increase sales and/or profits. If your goal is to increase awareness then explain how your awareness goal may be measured with before and after surveys (or by measuring changes in awareness from one year to the next). Samples of past Marketing Plans will be given to you to use as a guide for creating your own Marketing Plan.

GRADING THE TERM PROJECT:
Part 1= 50%, Introduction and Partial Bibliography: due by week of Wednesday, Oct. 17. The title of your Introduction to the Term Project will be: The Current Marketing Situation for (name of your business/sales organization) for the current year. Have a cover page with course name and number, and students names, date, etc. Write a 5-7 page report (type written, double spaced) with at least 6 sources (at least 3 not from the web) cited and listed in your Bibliography. Turn in a detailed analysis of Step 2, Current Marketing Situation, of Kotler’s marketing plan (you only do Step 2, Situation). You will be given a copy of Kotler’s Marketing Plan outline and briefly shown how to create a Marketing plan in class. You are required to present at least one table or figure (single spaced) and you must give a detailed explanation of each table or figure in your own words within your report. An example could be a table or figure presenting past sales, or new products, etc., (for example show the basic income statement for the last 5 years, which includes sales & profit numbers). Also, you should compare your sales organization to another direct competitor sales organization (if possible, use directly comparable information, for example compare the competitor’s basic income statement for the last 5 years to your organization basic income statement for the last 5 years.). Also, place complete copies of at least 2 articles about your business/sales organization, or competitor, or industry, in the back of your report, cite within your report, and on your Bibliography page.

Save and place your graded Introduction in the back your Final Report.
Part 2 = 50%. **Final Report of Your Marketing Plan for 2013**: due by week of Wednesday, Nov. 28.
The title of your Final Term Project will be: **A Marketing Plan for** (name of business/sales organization),
for **year ending, Dec. 31, 2013** (for next year). Each student team will turn in a type written, double
spaced report, with the written body of your report of anywhere from 12-20 pages in length. All tables,
figures, bibliography page(s) and appendix page(s) will be single-spaced. Your Final Report will include
your own rewrite of your Introduction which will become the first part of your Final Report.

Include some analysis and/or statements to complete each step of Kotler’s Marketing Plan outline. It
may be difficult to exactly follow Kotler’s Marketing Plan outline because of the differences between a
for profit sales based business firm (IBM) and other types of organizations, such as a non-profit hospital
organization (non-profit hospitals also need to increase sales and/or donations). In Step 7 you will be
required to explain how you will reach specific goals (increased sales, or increased awareness) for your
business/sales organization that were identified earlier in your Marketing Plan. You will be required to
recommend changes to reach your new goal for **2013** in order to complete Step 7, Projected Sales level,
or Projected Awareness level, for next year **2013**, which will be located near the end of Kotler’s
Marketing Plan.

Your grade will be based on: 1) Appearance-overall appearance, organization, grammar, spelling, etc. 2)
Quality-quality and detail of your recommended changes, improvements, or new activities (Step #7,
Projected Sales Statement for **2013**). Complete as much of Kotler’s Marketing Plan outline as possible,
at least have something included for each step. 3) Sources-at least 12 sources (at least 6 not originally
published on the world wide web) cited in your report and also listed in your bibliography or references
page, 4) Attachments- attach complete copies of at least 3 articles about your business/sales organization
or industry, in the back of your report, cite each within your report, and on your Bibliography page.

**NOTE**: Each Final Report must have a cover sheet with the name of the plan, the names of each team
member, name and number of the course, and the date the report is turned in. Include a Table of
Contents Page including a biographical sketch of each student at the bottom of that page. Use roman
numerals to number each section of your Final Report (example: section II. Situation). Also, you must
number each page in your report. Peer evaluations must be completed. Also, you are required to turn in
the original graded copy of your Introduction, which you will place in the back of your Final Report.

For the Final Report at least 2 tables or figures are required: 1) the same table(s) or figure(s) used in
your Introduction (which you have re-written and improved) including a better explanation of each
table(s), or figure(s), in your own words, 2) at least one new table(s) or figure(s) that summarizes your
recommendations (Step 7, Projected Sales Statement for **2013**) for improving the marketing situation
(for example improving next years projected basic income, or sales, statement, or projected awareness
level for next year) for your business/sales organization, including an explanation and justification of the
new activities you recommend to reach your projected goal. All tables or figures will be single-spaced,
with a title at the top, with your source listed (including if the source is your team). Also, you are
required to write a detailed explanation, in your own words, of each table or figure.
Rusche College of Business
Syllabus Addendum

Program Learning Outcomes:

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (A-9.1)
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Withheld Grades Semester Grades Policy (A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Acceptable Student Behavior
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
**Tentative Schedule, MKT 456.022 - Sales Management, Fall Semester 2012**  
*Wednesday Night 4:00-6:30pm*

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<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>CHAPTER/ASSIGNMENT</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug. 29</td>
<td>Ch. 1- Introduction to Sales Management</td>
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<td>2</td>
<td>Sept. 5</td>
<td>Ch. 1- Introduction to Sales Management</td>
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*Monday, Sept. 3, Labor Day Holiday, No Classes*

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<th>WEEK</th>
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<tr>
<td>3</td>
<td>Sept. 12</td>
<td>Ch. 2- Sales Function &amp; Sales Channels</td>
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<td>4</td>
<td>Sept. 19</td>
<td>Ch. 4- Ethics, Law &amp; Leadership</td>
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<td><em>Wednesday, Sept. 19, Team Term Project assigned</em></td>
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<td>5</td>
<td>Sept. 26</td>
<td>Ch. 5- B2B Sales, CRM &amp; Segmentation</td>
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<td>6</td>
<td>Oct. 3</td>
<td>Ch. 5 and review for Exam</td>
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<td>7</td>
<td>Oct. 10</td>
<td>FIRST EXAM</td>
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<td><em>Wednesday, Oct. 10, First Major Exam, Ch. 1,2,4, &amp; 5</em></td>
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<td>8</td>
<td>Oct. 17</td>
<td>Ch. 9- Training &amp; Developing the Sales Force</td>
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<td><em>Week of Wednesday, Oct. 17, Introduction to Term Project due</em></td>
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<td>9</td>
<td>Oct. 24</td>
<td>Ch. 11- Setting Goals &amp; Managing Performance</td>
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<td>10</td>
<td>Oct. 31</td>
<td>Ch. 12- Motivating &amp; Rewarding Sales People</td>
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<td>11</td>
<td>Nov. 7</td>
<td>Ch. 14- Assessing Performance</td>
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<td>12</td>
<td>Nov. 14</td>
<td>Second Exam</td>
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<td><em>Wednesday, Nov. 14, Second Exam, Ch. 9, 11, 12 &amp; 14</em></td>
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<td>13</td>
<td>Nov. 21(No Classes)</td>
<td>Thanksgiving Holiday begins</td>
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<td>14</td>
<td>Nov. 28</td>
<td>Ch. 8 &amp; 10- Recruiting &amp; Supervising Sales People</td>
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<td><em>Week of Wednesday, Nov. 28, Final Term Project due</em></td>
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<td>15</td>
<td>Dec. 5</td>
<td>Return Term Project &amp; Review for Optional Final Exam and Ch. 15- Internal &amp; External Cultures</td>
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<td>16</td>
<td>Dec. 12</td>
<td>*Optional Final Exam, Ch. 8, 10 &amp; 15.</td>
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<td>Wednesday, Dec. 12, 4-6pm*</td>
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Sign and Return the Following Syllabus Certification

I have received a copy of the Course Syllabus for MKT 456, section 022, Wednesday, 4- 6:30pm, for the Fall Semester, 2012. I have read and understand all of the Course Syllabus, and I further certify that I have met all the prerequisites as listed in the Course Syllabus.

Signature: ___________________________________________ Date: ___________________________

Printed Name: __________________________________________

Phone: ___________________________ Email: ___________________________

Reference:

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