



Sales Management

MKTG:4200

Semester- Spring 2017 – A3

Professor Name: Sandra M. Fields, University of Delaware
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Course Description

The objective of this course is to provide an overview of Personal selling, management of the sales force; recruitment, selection, training of sales representatives, problems in allocation of sales effort, supervision and control. Introduction to Marketing is a prerequisite for this course.

Course Objectives

This course is designed to enhance student understanding, knowledge and positive perception of personal selling and sales management. The course will Identify and explain economic and business factors that make selling an essential element of the marketing process. Identify and explain basic steps of the sales process - from prospecting for new business to closing the sale. Identify and explain the functions, duties and responsibilities of the sales manager and examine skills required for each position.

The majority of marketing majors begin their careers in business to business sales. This course will prepare students to understand the role of both sales manager and sales person. The goal of this class is to provide students with a comprehensive, current and practical view of both personal selling and the sales management function. Students will participate in role plays involving all aspects of the selling/management function as well as present on some of the newest sales management literature.

Required Text

Selling: The Profession by David J. Lill. The text will be provided by CIMBA.

Additional Course Requirements

This will be a very interactive course. You will be expected to read the material before class meetings, actively participate in class discussion, as well as participate in all role play assignments and exercises. Role playing is a very important aspect of a sales class and will likely occupy much class time. Each student during the course of the semester will participate in five to six role plays. Class members will be expected to critique role plays. Role plays will be assigned to class members at least one class period in advance. We will begin role play utilizing two sets of beginning exercises. Students will also be participating in numerous cases and recent literature presentations during class. In this setting, we will primarily be covering the sales management aspects of the course.

Students will be expected to actively participate in the classroom activities rather than “passively soaking it in”. Questions and/or comments are welcome at any time. Since this is an upper class elective a maximum level of class participation is expected.

Grading Policy:

There will be three exams for this course, totaling 60%. In addition to the exams there will be two other components to your grade. There will be a grade for role play (20%) and a grade for case participation and literature review totaling 20%. Make up exams will not be given without the instructor's prior consent. A standard grading scale will be in effect; plus/minus grading will be applied; 97-100 A+, 93-96 A, 90-92 A-, 87-

89 B+, 83-86 B, 80-82 B-, etc. There is no "extra work" available as a substitute for poor performance on exams and quizzes. The exams will be a short answer essay and multiple choice format. Information from all reading materials, presentations and lectures will be included on the exams.

NOTE: A detailed course calendar outline will be provided the first day of class. The professor reserves the right to modify this syllabus at any time. If this occurs you will be notified in class.

Additional Information

The University of Iowa's Tippie College of Business is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Recommended grade distribution per Tippie College of Business:

| Grade | Core Courses | Required Courses | Elective Courses |
|-------|--------------|------------------|------------------|
| A | 20% | 30% | 40% |
| B | 40% | 40% | 40% |
| C | 30% | 25% | 15% |
| D | 10% | 5% | 5% |

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- 1st absence will result in a loss of a 1/3 of a letter grade in that class
- 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Brandelle Unkrich (319-335-1041, brandelle-unkrich@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe

environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu