

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Sample Syllabus

MARK-4365, Sales Management

Required Text: Charles M. Futrell, Fundamentals of Selling, 11th Edition, McGraw-Hill Irwin Publishers (ISBN: 978-0-07-338112-8).

Course Description: Decision making for sales executives. Organization and administration of sales with special attention to sales forecasting.

Course Objectives:

- To acquire an understanding of the fundamentals of sales management
- To develop knowledge of the skills managers must have for planning, staffing, training, leading, and evaluating a sales team or organization.
- To examine sales management concepts and practices with focus on its importance in a firm's marketing efforts.

Competencies to be demonstrated:

- Knowledge of basic sales management concepts and topics
- Oral and written communication skills
- Critical thinking and analytical skills for examining and interpreting problems and scenarios in sales management

Outcomes to successfully complete this course include:

- Students must demonstrate knowledge of sales management concepts via the successful completion of cases, assignments etc. and satisfactory performance on exams.

Prerequisite: MARK 3311- Principles of Marketing

Course Policies:

Instructional Methodology

The core material will be presented using a lecture format. Relevant power point slides will be uploaded on Blackboard prior to each class session. Students are required to download the slides and bring them to class. Additional instructional methods include in-class exercises/quizzes, case studies, assignments, and examinations.

Attendance

Students are expected to attend each session AND be on time. A significant percentage of the overall course grade depends on exercises administered in the classroom. Therefore, regular attendance is critical for doing well in this course. If you are absent for a class, make arrangements to obtain the notes from another student.

Additionally, attendance points will be awarded on the basis of a random number of in-class attendance assignments and sign-in sheets passed in class. For sign-in sheets, each student is responsible for signing his or her name only. If a student signs in for another, neither student will receive credit for that day. A maximum of seven points can be secured for attendance and these points will be added to each student's aggregate at the end of the semester.

Course Requirements:

Examinations: There will be three exams covering topics from class lectures, corresponding chapters from the textbook, case studies, and any other material introduced in class. Typically, the exams will include a combination of multiple-choice questions. All three exams are compulsory and will contribute equally to the final grade.

- Exams must be taken on the announced date. If you are unable to attend the exam on its scheduled date due to a legitimate reason, it is your responsibility to inform me before the exam is given. **NO MAKE-UP EXAMS WILL BE GIVEN FOR UNEXCUSED ABSCENCES.**
- Arrive on time for each exam. Students who arrive after the first person to complete an exam and leave the classroom will not be allowed to take the exam.
- Students must bring their own calculators and #2 pencils to each exam.
- Scantron sheets will be provided.

Make-up Examinations: Make-up examinations will be administered only for University approved absences. Only those students who have informed the instructor in advance and have provided appropriate documentation will be eligible for make-up examinations. Unless under extraordinary circumstances, missed exams must be taken within one week after the original scheduled date. If an exam is missed or until the missed exam is made up, a grade of zero will be assigned for that exam.

Cases: Pre-assigned cases will be discussed in class. For this purpose, the class will be divided into groups of four or five students each. Each group is responsible for presenting and submitting write-ups on the cases and for actively participating in classroom discussion. Guidelines for case preparation will be given in class.

- The overall grade for each case will be awarded on the basis of (a) the write-up and (b) Powerpoint Presentation
- Students must be in a group to receive credit for cases.
- Students must be present in class on designated case days to receive credit.
- All group members will receive the same credit for the cases. However, if a particular group member makes no contribution to the group, he/she will be awarded zero points for the case following a written complaint signed by all other group members. Groups may decide not to include the names of members who do not contribute to the case analyses. Peer evaluations may also contribute to each member's grade.
- To receive credit, case write-ups must be neatly typed, spell-checked, stapled, and must be submitted in class. E-mailed write-ups will not be graded unless this is the designated method for submission.
- To receive credit, case presentation in a formal manner should be completed

- (appropriate attire and power point presentation)
- A team must be constituted and submitted to the instructor at the beginning of the semester.

Assignments: A number of in-class and take home assignments will be announced during the course of the semester. These assignments are intended to strengthen students' understanding of important course concepts. Some assignments may be resemble mini projects and may require teamwork. Guidelines for take-home assignments will be discussed in class as and when required. Generally, take home assignments will require students to submit neatly typed, spell-checked, and stapled hard copies. All assignments must be submitted in class and e-mailed assignments will not be graded. In-class exercises will not be announced ahead of time. Students must be present to receive credit for in-class exercises and cannot be made up.

Chapter Quizzes: Quizzes for each chapter, located at www.mhhe.com/futrell11e, must be completed and submitted. Each quiz should be completed on-line, submitted for grading and printed to turn in. The date on each submission must be current. The quizzes are designed to be a measure of self-assessment to help you determine your understanding of course material. Each student is encouraged to retain an email copy of each completed quiz. Students are responsible for submitting their own quizzes (i.e. cannot submit others' quizzes).

Course Evaluation and Grading

Weights for assigning grades:

Exams (20% each)	60%
Cases	15%
Assignments	10%
Chapter quizzes	8%
Attendance (random)	7%

Final grades will be assigned as follows:

A = 90 to 100
B = 80 to 89
C = 70 to 79
D = 60 to 69
F = 59 to 0

College of Business Statement of Ethics:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

Academic Dishonesty Statement

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

Disability Statement

If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to

the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 111 or phone 566-7079 (TDD 565-5579).