THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Spring 2015
MARK-4365, Sales Management
M, W, F: 12.20-1.15 PM

PROFESSOR: Krist Swimberghe
Office: BUS154A
Office Phone: (903)565-5803 Office Hrs: Tue and Thu 10.00 AM – noon
Office email: kswimberghe@uttyler.edu Mo, We, Fr 9.00 AM – 10.00 AM

Classroom: BUS104 – Meeting Times: Section 001 Mo, We, Fr: 12.20

Required Text: Tanner, Honeycutt and Erffmeyer, Sales Management: Shaping Future Sales

THIS SYLLABUS IS SUBJECT TO CHANGE. This is our roadmap and weekly organizer for the
course; however, due to unexpected or unplanned events the syllabus may be revised upon the
discretion of the professor.

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

Course Objectives
Knowledge Goals:
To learn and understand the basic and essential principles and concepts of sales management in the
global marketplace.
To increase the student’s awareness and knowledge of the role that sales plays within the company’s
dynamic micro/macro environments.
To provide a foundation for further in-depth study of sales management as a career.
To enlighten the student’s perspective of how technology is changing the way sales is conducted
cross-culturally and around the globe.

Competencies to be demonstrated:
To define managerial and ethical problems faced by sales managers.
To apply sales management concepts to real-life sales situations.
To develop effective decision-making skills as sales managers.
To enhance oral and written communication skills.
To develop interpretive and investigative research skills.
To discriminate between ethical and unethical sales practices both within and outside the U.S.
To develop knowledge of basic sales management concepts and topics.
To develop/enhance oral and written communication skills.
To develop critical thinking and analytical skills for examining and interpreting problems and scenarios in sales management

**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 can include video, exercises, cases, and discussions. Probing questions, comments, and daily class contributions are encouraged. This is an interactive course. Lectures are designed to reinforce and supplement the text.

Exercises and Case Analyses are assigned throughout the semester. Discussion of cases is required. To be successful, you MUST be prepared for class.

**Attendance**
*Students are expected to attend each session AND be on time.*

**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. Material presented in power-points is the minimum information you need to know to perform well on tests and exams. Said differently, power-point material will give you a C grade, at best. 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 ABSENCES.**

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.

Once the exam begins, no one may leave the classroom. Please plan accordingly.

**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.

**Course Evaluation and Grading**
Final grades will be assigned as follows: 3 exams @ 100 points each

**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.

**Classroom Expectations/Responsibilities:**
**The Professor** - My responsibilities to you include:
1) providing you with information concerning how successful people conduct business,
2) providing opportunities to develop skills necessary to succeed in a sales management career,
3) providing fair and honest critiques of your performance in both understanding the concepts of sales management, communication and executing the skills required of successful sales professionals.

**The Student** - Your responsibilities in this class include:
1) attending class as you would your job, (including attending all scheduled class meetings, arriving on time and refraining from leaving until dismissed). Anyone arriving more than 8 minutes late is asked not to enter the room.
2) preparing for each class to actively participate and contribute meaningful ideas and thoughts to the class discussion (this means you will have read and carefully considered the readings assigned and completed the exercises assigned before class),
3) conducting yourself in a responsible and professional manner,
4) giving your best efforts in each situation presented,
5) treating others in the class with respect.
6) turning off cell phones, pagers, refraining from texting etc. upon entering the classroom. Anyone texting will be asked to leave the classroom.
7) Refraining from non-class related conversations. **Talking in class is unprofessional and detracts from learning!** Behavior of this nature is distracting, disruptive and disrespectful to your classmates and the instructor. Anyone insisting on talking during class, will be asked to excuse themselves for the remainder of the class period.
8) refraining from reading or working upon any non-class related materials (incl. browsing the internet)

OTHER:
Students are responsible for all announcements made in class (including, but not limited to, changes to submission deadlines, assignment requirements, etc.) as well as communications made via email and Blackboard.

Email communications are required to have a subject line, a greeting (Dear, Hello etc.) and closing (sincerely, thank you etc.). When sending an email please indicate the class to which you are referring.

Notebook computers must be utilized for classroom-related activities only.

If you plan to print assignments/cases in school, arrange for backup measures in case your media is corrupted, the lab is crowded, the network is down, etc.

Grades will be posted on Blackboard. Students have one week after grade posting to address any grading issues. After one week grades are considered to be correct as posted.

No extra-credit exercises will be given for the purpose of improving the final course grade.

Make use of my office hours for clarifications and discussions regarding the course.

Changes to this syllabus may be made based on the progress of the class. It is the students’ responsibility to stay abreast of any such modifications.
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<thead>
<tr>
<th>WEEK</th>
<th>CLASS SCHEDULE</th>
<th>ASSIGNED READING</th>
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<tr>
<td>1</td>
<td>Syllabus Overview</td>
<td>Chapter 1</td>
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<td>(January 12, 14, and 16)</td>
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<td>2</td>
<td>The Sales Function and Multi-Sales Channels</td>
<td>Chapter 2</td>
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<td>Chapter 5</td>
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<td>6</td>
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<td>Supervising, Managing, and Leading Salespeople</td>
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<td>14</td>
<td>Setting Goals and Managing Performance</td>
<td>Chapter 11</td>
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<td>Motivating and Rewarding Salespeople Assessing Salesforce Performance</td>
<td>Chapter 12</td>
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This is a tentative schedule and the instructor reserves the right to make any changes as are needed.