

# **MKT 363 – Professional Selling & Sales Management**

## ***Course Syllabus (Spring 2011)***

---

Instructor: Professor Herbert A. Miller, Jr.      Office Hours: T TH 11:00-11:45am  
Class Hours: T - TH 12:30pm - 2:00pm      Office Location: GSB 5.124 J  
Location: GSB 5.142A      Phone: MKT Dept: 471-1128  
Unique No.: 04970      Office: 471-9806

Webpage: blackboard at <http://courses.utexas.edu/?bbatt=Y>

Email: [Herb.Miller@mcombs.utexas.edu](mailto:Herb.Miller@mcombs.utexas.edu)

**Please state the name of the course you are in, i.e., MKT 363, in the subject line.**

TA: Fredrick Hilliard

Email: [Fredrick.Hilliard@mba11.mcombs.utexas.edu](mailto:Fredrick.Hilliard@mba11.mcombs.utexas.edu)

Office Hours: TBA

Office Location: CBA 4.304A

**FYI: No TA office hours will be held during the first week of class**

**Pr. Miller will NOT begin official office hours until the second week of class. If you need to speak with him before then, please contact him via e-mail or call his office.**

### **Course Objective**

This course is designed to be a hands-on introduction to selling and sales management. Speakers, films, role-playing, team projects and a personal field trip will give you a “real world” experience. MY COMMITMENT to each student is to have you leave the class with what it takes to be a “dynamic leader” in any endeavor you choose to pursue. The objective is to develop skills and abilities that allow you to manage your sales territories as your own business. The unique tools that you will develop will enable you to build successful sales and management careers.

### **Required Text and Case**

Management of Sales Force. 12<sup>th</sup> edition. Irwin/McGraw-Hill. Spiro, Stanton & Rich

## **Nature of the Course:**

I will personalize the class with outside information, guest speakers, films, and personal business experiences. However, in addition to this material, the course will include discussions of articles on “current events” related to marketing. The articles will be posted on the web page or distributed in class. You are expected to review these articles for class discussion and testing purposes. You will be responsible for all speakers, films, and personal business example covered in each class.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. As we cover different aspects of sales and sales management, you will probably notice examples of selling in the world around you. I encourage you to keep up with current events in business and marketing by regularly reading the popular business press, such as *Business Week*, *Financial Times*, *USA Today (money section)*, *Fortune*, *Forbes*, *The Wall Street Journal*, *Sales Management*, and *Selling Magazine*.

We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, reading the appropriate text chapters **prior** to the class in which the relevant material will be covered. This will both enhance your understanding of the lecture material and enable you to comment and contribute in class.

I would like to learn more about each of you personally. Please, feel free to take the time to visit me or your TA during office hours.

## **Method of Evaluation**

### **Grading**

Exam 1	23%
Exam 2	23%
Exam 3	23%
Team Project/Presentation/Evaluation	26%
Student Brochure Project	<u>05%</u>
	100%

**No alternative makeup exams or papers will be scheduled or accepted.**

### **Exams**

Typical test will constitute multiple choice questions covering the entire class content: textbook material, speakers, notes, and films. Each test will have 40 M/C (2.5 points each).

### **Team Project**

The purpose of the Team Project is to create a marketing strategy for a business. Outstanding projects demonstrate application of principles of personal selling techniques learned throughout the course, and focus on a

forward-looking marketing plan, not an analysis of the company's existing marketing plan. Points will be deducted for missing **any** of the "required" components outlined in the project description.

Each student will be assigned to a team and a due date at the beginning of the semester. That team is responsible for a 10 page double-spaced (not including exhibits or references) marketing strategy. A handout with specific guidelines will be posted later in the semester. The team will also have to present the content of the plan in a 20 minute presentation including Q&A. Exceeding this limit will result in a **lowered class presentation grade.**

Make sure your PP presentation is saved in more than one place in case you have technical problems with your electronic equipment. The team members must wear formal business attire.

Your presentation will represent 30% of your project grade and the team paper will be 70% of your project grade.

### **Team Project Evaluations & Contract**

Each team member must submit two team evaluations on assigned dates over the course of the project. Evaluations are designed to ensure individual contribution and team progress.

Each team member will also sign a Student Commitment Letter at the beginning of the project, agreeing to work on the project with consequences if individual students do not participate as required and expected in the McCombs School of Business.

### **Student Brochure Project**

Developing new and unique ways to execute professional sales tactics begins with developing these practices in personal selling. The student brochure project is an opportunity for students to develop a brochure to market themselves and their talents to potential employers. Students will be graded on completeness, professionalism, spelling and grammatical errors and on-time submission.

**Grading:**

Final grades will be assigned based on your semester average as follows:

Semester Average	Grade	Grade Points
92-100	A	4.00
90-91	A-	3.67
88-89	B+	3.33
82-87	B	3.00
80-81	B-	2.67
78-79	C+	2.33
72-77	C	2.00
70-71	C-	1.67
68-69	D+	1.33
62-67	D	1.00
60-61	D-	0.67
59 or less	F	0.00

Final grades will be rounded per the conventional guideline (e.g. 91.5 will be considered an “A”, 91.4 will be considered an “A-”).

**To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or –s because this would remove the benefits of the +/- system, which was introduced to insure a more accurate grading system. The way to get the grade that you want is by earning it *during* the semester.**

The course outline indicates the approximate dates when selected topics will be discussed. If changes in the schedule are necessary, students will be advised of the changes prior to the lecture. Students are responsible for the contents of the required cases and textbook, including all chapters and appendices, as well as classroom lectures, speakers, and films. There will be no class walks unless stated ahead of time. However, if I happen to be late for the class, I will notify my teaching assistant who will then convey the information to the students.

***\* All exams will be available for review for 2 weeks following the posting of grades. After the 2-week period, the exams are no longer available for review.***

**Students with Disabilities:**

Students with disabilities may request appropriate academic accommodations through services offered by the McCombs School of Business. You must notify the **TA TWO WEEKS from the start of the semester** if you will require these services.

Students must work with the TA **TWO WEEKS prior to each exam** in order to make the arrangements with the Testing Center in McCombs.

**TA:** Your TA should be contacted on all grade, review, test, speaker, article, textbook, class note, and absence issues, etc. Feel free to copy me on all email correspondence.

Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.

**Late to Class:** Students coming into class late are requested to enter the class quietly, so as not to disturb your fellow students, your instructor, and guest speakers.

**Religious Holy Days:** If any student will have to miss a class as a function of a religious Holy Day, they need to inform the Professor by the end of the third class day so that alternative arrangements can be made.

### **Academic Dishonesty:**

Marketing 363 will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the College of Business Administration, which is described in detail at <http://bevo2.bus.utexas.edu/udean/students/handbook/dishonest.html>. By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and /or dismissal from the University. You should refer to the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sis/> or the General Information Catalog to access the official University Policies and procedures on scholastic dishonesty.

**All aspects of the delivery of this course, including the class lecture are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.**

**Marketing 363 Course Outline  
(Subject to Change)**

T	Jan	18	Class Introduction ( <i>Purpose, Scope, and Course Organization</i> )	Intro / Film
TH	Jan	20	The Field of Sales Force Management	Chapter 1
T	Jan	25	The Personal Selling Process	Chapter 3
TH	Jan	27	Introduction to Personal Selling	Lecture / Film
T	Feb	1	Dealing with Buying Objections	Lecture / Film
TH	Feb	3	The Closing Process	Lecture / Film
T	Feb	8	Follow Up Service & Sales Relationships	Lecture / Film
TH	Feb	10	Team Project Explanation ( <i>Student will be divided into teams</i> )/ Branding (Personal & Products)/Explanation of Branding Brochure	<i>In class Assignment/</i> Lecture
T	Feb	15	Branding Yourself for Personal Success	Lecture
TH	Feb	17	<b>EXAM 1 (Chapters 1 &amp; 3, Lectures, Films, Speakers)</b>	<b>EXAM</b>
T	Feb	22	Sales Force Organization	Chapter 4
TH	Feb	24	Profiling and Recruiting Sales People	Chapter 5
T	Mar	1	Selecting and Hiring Applicants	Chapter 6
TH	Mar	3	Developing, Delivering, and Reinforcing a Sales Training Program	Chapter 7
T	Mar	8	Sales Quotas and Expenses	Chapter 10/ <b>Brochure DUE</b>
TH	Mar	10	<b>EXAM 2 (Ch 4-7 &amp; 10, Lectures, Films, Speakers)</b>	<b>EXAM</b>
T	Mar	15	<b>SPRING BREAK</b>	<b>NO CLASS</b>
TH	Mar	17	<b>SPRING BREAK</b>	<b>NO CLASS</b>
T	Mar	22	Leadership of a Sales Force	Chapter 11 Lecture / Film
TH	Mar	24	Leadership of a Sales Force	Chapter 11 Lecture / Film
T	Mar	29	Motivating a Sales Force	Chapter 8
TH	Mar	31	Sales Force Compensation	Chapter 9
T	Apr	5	Forecasting Sales and Developing Budgets	Chapter 12
TH	Apr	7	Sales Territories	Chapter 13
T	Apr	12	Ethics in Sales	Chapter 17
TH	Apr	14	<b>TEAM PROJECT WORK DAY (MANDATORY ATTENDANCE)</b>	
T	Apr	19	<b>EXAM 3 (Ch 8, 9, 12, 13 &amp; 17, Lectures, Films, Speakers)</b>	<b>EXAM</b>
TH	Apr	21	<b>TEAM PROJECT WORK DAY (MANDATORY ATTENDANCE)</b>	
T	Apr	26	Team Presentations <b>MANDATORY ATTENDANCE</b> (3 Groups Present)	Project Write-ups Due
TH	Apr	28	Team Presentations <b>MANDATORY ATTENDANCE</b> (4 Groups Present)	
T	May	3	Team Presentations <b>MANDATORY ATTENDANCE</b> (3 Groups Present)	
TH	May	5	Class Wrap-Up	