

## SALES MANAGEMENT MKTG 4805-01D (FALL 2017)

<b>Course Instructor:</b>	Kenneth J. Hilderhoff
<b>Course Number/Section/ Room #/Class Times</b>	MKTG 4805-01D/CRN 81032 RCOB – Miller Hall/Room 1309
<b>Office Location:</b>	Richards College of Business – 2nd Floor Room 2311
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<b>Office Hours:</b>	Monday   Wednesday (8:00 – 5:00)

**Required Books: (Refer to CourseDen for purchasing options)**

“Sales Management, Analysis and Decision Making,  
8<sup>th</sup> Edition, Ingram (ISBN 9780765626400)

“Consultative Selling” by Mack Hanan

“The New Handshake – Sales Meets Social Media” by Barb Giamanco



**BBA learning Goals and Objectives:**

Communication:	LO1.1	LO1.2
Information Technology:	LO3.1	LO3.3
General management-specific knowledge:	LO6.1	LO6.1

**Course Overview and Objectives:**

The primary focus of this course centers on the sales development process and the effective management of the sales group at all levels...

1. Improve knowledge of the principles of sales and sales management
2. Increase leadership and motivational skills
3. Enhance self-confidence in a management capacity
4. Understand the importance of social media in a sales role
5. Learn the importance of effective selling practices – specifically consultative selling

Course content in MKTG 4805 is designed to prepare the student for a degree in Marketing and advanced coursework in the Richards College of Business (Business Administration/Business Education Programs).

**Requirements for Course:**

- **Attendance:** Attendance will be taken in each class period. If you miss more than two classes (unexcused absences), your course grade may be lowered by one letter grade. Therefore being absent from class will have a detrimental effect on your final grade. If you must be absent, contact me by phone and/or email immediately to find out what you missed so that you can be prepared for the next class (you may have to make up an assignment depending upon what is missed). Also, if you are more than 10 minutes late, you will be considered absent for the class. Please plan to arrive ON TIME and READY TO PARTICIPATE. If you are absent for a medical or another important “documented” reason, please provide documentation prior to class on the following class date.

- **Class Preparation and Participation:** Come prepared to class to discuss chapter readings, demonstrate knowledge of the subject and ask questions. Enrich class discussion by sharing relevant information from your own personal and professional experiences. You will need to keep a “look out” for current events related to our coursework and assignments. NOTE: If your final grade is “borderline,” your level of class participation may make a difference in a full letter grade.
- **Class Courtesies:** Arrive on time and avoid any early exits. If you need to arrive late or leave early, please contact me via email or telephone to let me know ahead of time. Avoid activities unrelated to the class (checking email, working on your computer, sending text messages, etc.) or points will be deducted. **Be sure cell phones and other messaging devices are off and out of sight during class or class participation points will be DEDUCTED.** Close your computer during peer presentations.
- **Assignments:** Type all documents on 8.5 x 11” letter-quality paper using Times New Roman or Arial with margins of 1” in black ink. No handwritten assignments will be accepted . Assignments must be saved with .doc or .docx extension when submitting to a drop box with your last name. Student work should display the correct spelling, punctuation, and grammar rules for all assignments.
- **Presentations:** Speak to the “class” during your presentations and not to me. Turn in any required documents and practice your presentation. Dress professionally for the “Team Project” presentations—this will be a must in a business environment.
- **Deadlines:** Turn in all assignments on the dates specified in this syllabus and CourseDen. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your presentation as scheduled. If you miss a deadline due to a *verifiable* emergency, contact me at [khilderh@westga.edu](mailto:khilderh@westga.edu) or (678) 839-5425 immediately, and I will consider a make-up or alternate assignment based on the circumstances (a late penalty may apply).
- **Follow the Policies:** As a member of this class, you agree to abide by the policies stated in this syllabus. Asking me to make an exception to these policies breaches our social contract as a group, so please resist the temptation to request special consideration.

### **Important UWG Policies:**

Common Language for Course Syllabi. Please carefully review the information at the following link. The document at this link contains important information pertaining to your rights and responsibilities in this class. <http://tinyurl.com/UWGSyllabusPolicies>

### **Credit Hour Policy (3 credit hours):**

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

### **Course Withdrawal:**

Refer to the UWG Undergraduate Catalog for specific instructions on the “Withdrawal Policy.” Students who do not “officially” withdraw from the course will receive a “failing” grade.

### **Academic Honor:**

UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, and Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a “failing” grade in the course.

### **Policy Related to HB280 Ruling:**

#### **HB 280 (Campus Carry)**

UWG follows University System of Georgia (USG) guidance:

[http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#)

You may also visit our website for help with USG Guidance:

<https://www.westga.edu/police/campus-carry.php>

### **Wolf Pack Rules of Ethics**

The Wolf Pact is a commitment by the Richards College of Business family to honesty, integrity, professionalism, accountability for ethical behavior, and to respect for the rights, differences, and dignity of others.



We are committed to a culture of academic integrity, where members adhere to our shared values in all academic and non-academic endeavors.

We believe these values are essential to student development; whether personal, academic, or professional. Most importantly- establishing yourself as an honest person of integrity, who acts in a professional and ethical manner- will be as important as the academic skills you learn in the Richards College of Business.

## Grading Structure for Course

	<b>POINTS</b>	<b>APPROXIMATE WEIGHT</b>
<b><u>PARTICIPATION</u></b>	<b><u>200</u></b>	<b><u>10%</u></b>
Class participation and attendance	200	
<b><u>INDIVIDUAL ASSIGNMENTS</u></b>	<b><u>750</u></b>	<b><u>30%</u></b>
Consultative Selling reading and report	200	
Inspirational Sales and Training video and report	100	
The New Handshake – Social Media Meets Sales	200	
Chapter 1 Assignment	50	
Chapter 3 Assignment	50	
Chapter 6 Assignment	50	
Chapter 8 Assignment	50	
Extra Credit	50	
<b><u>TEAM PROJECTS</u></b>	<b><u>500</u></b>	<b><u>20%</u></b>
Sales Plan Presentation - Team	200	
Sales Plan Presentation– Individual	100	
Sales Plan Document – Team	200	
<b><u>EXAMS</u></b>	<b><u>850</u></b>	<b><u>40%</u></b>
Exam 1	250	
Exam 2	250	
Leadership Quiz	100	
Final Exam	250	
<b><u>TOTAL POINTS/PERCENTAGE</u></b>	<b><u>2,300</u></b>	<b><u>100%</u></b>

### Grading System:

You can earn up to the total amount of points listed above for each assignment/activity. The assignments are weighed according to the percent each represents toward your final grade. While grades are not usually “rounded up,” please be aware that meaningful participation and positive contributions to the success of the class *may* be considered in the case of a borderline grade.

<b>UWG GRADING SCALE</b>	
A	90-100
B	80-89
C	70-79
D	60-69
F	<60

MKTG 4805-01D (Course Schedule)

C = Campus    O = Outside of Class Assignments (NO CLASS)

Week		Date	Topic	Assignments/Due Dates
1	C	Aug 9 (W)	Orientation   Overview of Course	<b>READ CHAPTERS PRIOR TO LECTURE</b>
2	C	14 (M)	Chapter 1: "Changing World of Sales Management"	
	C	16 (W)	Chapter 2: "Overview of Personal Selling" -Intro to Consultative Selling	<b>Due:</b> Chapter 1 (drop box)
3	O	21 (M)	<b>"Consultative Selling"</b>	<b>Read</b> "Consultative Selling" by Mack Hanan
	O	23 (W)	<b>"Consultative Selling"</b>	<b>Due - book report.</b> See CourseDen for assignment details. CONSULTATIVE SELLING (drop box)
4	C	28 (M)	Chapter 3: "Organizational Strategies and the Sales Force Function"	
	C	30 (W)	Chapter 4: "Sales Organization and Sales Force Deployment"	<b>Due:</b> Chapter 3 (drop box)
5		Sep 5 (M)	<b>LABOR DAY</b>	
	O	6 (W)	<b>"Inspirational Sales and Training"</b> <b>Grant Cardon</b>	<b>Due:</b> View video provided on URL link. Refer to CD for assignment details.
6	C	11 (M)	Chapter 5: "Acquiring Sales Talent, Recruitment and Selection"	
	C	13 (W)	<b>EXAM 1: Chapters 1-5</b>	<b>Bring No. 2 Pencil Scantron provided</b>
7	O	18 (M)	"The New Handshake- Sales Meet Social Media"	<b>Read</b> "The New Handshake" by Barb Giamanco
	O	20 (W)	"The New Handshake- Sales Meet Social Media"	<b>Due:</b> Prepare book report – details in CD under "The New Handshake"
8	C	25 (M)	Chapter 6: "Continual Development of the Sales Force Training"	
	C	27 (W)	Chapter: 7 "Sales Leadership"	<b>Due:</b> Chapter 6 (drop box)
9	O	Oct 2 (M)	"12 Ignitors of Sales Leadership" Video	<b>Assignment:</b> View video and review the 10 Power Point slides for QUIZ on 10.4
	C	4 (W)	QUIZ: 10 questions on video(graded) Chapter 8: "Motivation and Reward System Management"	
10	C	9 (M)	Chapter 9: "Evaluating the Effectiveness of the Organization" Chapter 10: "Evaluating the Performance of Sales People"	<b>Due:</b> Chapter 8 (drop box)
	O	11 (W)	Case Study to be assigned	<b>Due:</b> Case Study (drop box)

Week		Date	Topic	Assignments/Due Dates
11	C	16 (M)	<b>EXAM 2: Chapters 6-10</b>	<b>Bring No. 2 Pencil Scantron provided</b>
	C	18 (W)	<b>“TEAM PROJECT – SALES PLAN”</b> - Review of Team Project - Team assignments - Product selection <b>** ATTENDANCE MANDATORY **</b>	
12	O	23 (M)	<b>Project Team Meetings No Class (available for meetings)</b>	<b>Due: Team Document (drop box)</b> Team Meetings
	O	25 (W)	<b>Project Team Meetings No Class (available for meetings)</b>	Team Meetings
13	O	30 (M)	<b>Project Team Meetings No Class</b>	Team Meetings
	O	Nov 1 (W)	<b>Project Team Meetings No Class</b>	Team Meetings
14	O	6 (M)	<b>Project Team Meetings No Class</b>	Team Meetings
	C	8 (W)	<b>Team Presentations **ATTENDANCE MANDATORY**</b>	<b>Due: All “Team Proposal” documents</b>
15	C	13 (M)	<b>Team Presentations **ATTENDANCE MANDATORY**</b>	
	C	15 (W)	<b>Team Presentations **ATTENDANCE MANDATORY**</b>	
16		20-24 (M-F)	<b>THANKSGIVING BREAK</b>	
17	O	27 (M)	<b>Study Day</b>	<b>Review Study Guide for FINAL EXAM</b>
	C	29 (W)	<b>F INAL EXAM “Consultative Selling &amp; The New Handshake”</b>	<b>Bring No. 2 Pencil Scantron provided</b>
18		Dec 4-8	<b>UWG F INAL WEEK NO CLASSES</b>	