

SALES MANAGEMENT MKTG4805-01D

MILLER HALL | CLASS TIME: 11:00 -12:15 | ROOM 1309

INSTRUCTOR INFORMATION

NAME:

Ken Hilderhoff

OFFICE LOCATION:

Miller – Room 2311

OFFICE HOURS:

Monday | Wednesday (8:00a – 5:00p) or by appointment

CONTACT INFORMATION:

Phone: 678-839-5425

Email: khilderh@westga.edu

COURSE INFORMATION

DESCRIPTION

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

PREREQUISITES

Refer to your counselor or the marketing department.

DELIVERY METHODS

This course is primarily a lecture structured course with several ONLINE assignments and a team project for maximum student engagement.

LEARNING GOALS

We will build on the following learning goals throughout the term:

FIRST GOAL

Improve knowledge of the principles of sales and sales management

SECOND GOAL

Learn the importance of effective selling practices – specifically consultative selling

THIRD GOAL

Enhance self-confidence in a management capacity

FOURTH GOAL

Understand the importance of social media in a sales role

FIFTH GOAL

Increase leadership and motivational skills

TEXTBOOKS AND MATERIALS

TEXTBOOK 1 (NO TEXT REQUIRED)

Lectures will provide the basic course material.

TEXTBOOK 2

Consultative Selling, Mack Hanan

TEXTBOOK 3

The New Handshake, Sales Meets Social Media, Barb Giamanco

TEXTBOOK 4

The Manager's Answer Book, Barbara Mitchell

COURSE MATERIALS

Purchasing: Refer to Books Requirements in CourseDen for complete information.

COURSE POLICIES

LATE POLICY AND ATTENDANCE

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 (any missed assignments must be completed). 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.

Deadlines: Turn in all assignments on the dates specified in the Course Schedule and CourseDen. You will earn a “0” for missing the deadline of an assignment, exam or failing to deliver your presentation as scheduled. If you miss a deadline due to a *verifiable* emergency, contact me at 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).

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.

COURSE SCHEDULE

A “MASTER CLASS SCHEDULE” is provided on the first-class day and is listed in CourseDen for your convenience. The schedule for the full FALL schedule is completed, but subject to change due to student progress and the possibility of guest speakers.

GRADING (TENTATIVE)

	POINTS	WEIGHT
<u>PARTICIPATION</u>	<u>200</u>	10%
Class participation and attendance	200	
<u>INDIVIDUAL ASSIGNMENTS</u>	<u>500</u>	25%
Consultative Selling reading and report	100	
Inspirational Sales and Training video	50	
The New Handshake – Social Media	100	
Assignments as specified	250	
<u>TEAM PROJECTS</u>	<u>500</u>	25%
Sales Plan Presentation - Team	200	
Sales Plan Presentation– Individual	100	
Sales Plan Document – Team	200	
<u>EXAMS</u>	<u>950</u>	45%
Exam 1	250	
Exam 2	250	
Leadership Quiz	100	
Manager’s Answer Book Quiz	100	
Final Exam	250	
<u>TOTAL POINTS / PERCENTAGE</u>	<u>2,150</u>	100%