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

***Course Syllabus***

Instructor: Professor Herbert A. Miller, Jr. (he/him) Office Hours: TBD

Class Hours: TBD Office Location: GSB 5.124J

Unique No: Phone: MKT Dept: 471-1128

Location: Office: 471-9806

Webpage: Canvas. Class messages will be posted on Canvas as well as your grade. Be sure to

link your email address to Canvas so you promptly get important message.

Email: Herb.Miller@mccombs.utexas.edu

TA:

Email:

Office Hours: TBA

Office Location: TBD

**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, case studies, class participation and team projects 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 of this course is to have you develop skills and abilities that allow you to manage your sales territories as your own business, and provide you with a set of unique tools that you will develop to enable you to build successful sales and management careers.

**Required Text and Cases**

Text: Management of Sales Force. 12th edition. Irwin/McGraw-Hill. Spiro, Stanton & Rich

The PPT slides have been updated with new material over and above the textbook data. You are responsible for the PPT slides, textbook material, guest speakers, lectures and films.

**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.*

*Business Week, USA Today,* and *Forbes* are free to access the majority of content. *Fortune* is behind a paywall. University of Texas students can access *The Wall Street Journal* online and *Financial Times* online for free (though the *Financial Times* articles are delayed 30 days for students) by following the link below:

<https://guides.lib.utexas.edu/market/CNews>

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.

**Hybrid Course Information**

MKT 363 is a hybrid course, meaning that it meets both in the classroom and online. The first three weeks consist of sales role-playing exercises along with lecture. Role-playing sales situations is a vital aspect of learning sales, and it is preferred that students are able to meet in-person for these exercises. After the role-playing exercises conclude, the class may move to meet virtually for the remainder of the semester. Further details, such as exact dates, are to be determined.

While on campus, students **must** follow the safety and class preparation requirements.

**Safety and Class Participation/Masks:** We will all need to make some adjustments in order to benefit from in-person classroom interactions in a safe and healthy manner. Our best protections against spreading COVID-19 on campus are masks (defined as cloth face coverings) and staying home if you are showing symptoms. Therefore, for the benefit of everyone, this is means that all students are required to follow these important rules.

* Every student must wear a cloth face-covering properly in class and in all campus buildings at all times.
* Students are encouraged to participate in documented daily symptom screening.  This means that each class day in which on-campus activities occur, students must upload certification from the symptom tracking app and confirm that they completed their symptom screening for that day to Canvas.  Students should not upload the results of that screening, just the certificate that they completed it. If the symptom tracking app recommends that the student isolate rather than coming to class, then students must not return to class until cleared by a medical professional.
* Information regarding [safety protocols with and without symptoms](https://healthyhorns.utexas.edu/coronavirus_exposure_action_chart.html) can be [found here.](https://healthyhorns.utexas.edu/coronavirus_exposure_action_chart.html)

If a student is not wearing a cloth face-covering properly in the classroom (or any UT building), that student must leave the classroom (and building). If the student refuses to wear a cloth face covering, class will be dismissed for the remainder of the period, and the student will be subject to disciplinary action as set forth in the university’s Institutional Rules/General Conduct 11-404(a)(3). Students who have a condition that precludes the wearing of a cloth face covering must follow the procedures for [obtaining an accommodation](https://orientation.utexas.edu/students-with-disabilities) working with [Services for Students with Disabilities](https://diversity.utexas.edu/disability/).

**COVID Caveats:** To help keep everyone at UT and in our community safe, it is critical that students report COVID-19 symptoms and testing, regardless of test results, to [University Health Services](https://www.healthyhorns.utexas.edu/), and faculty and staff report to the [HealthPoint Occupational Health Program](https://hr.utexas.edu/current/services/occupational-health-program) (OHP) as soon as possible. Please see this [link](https://hr.utexas.edu/current/services/occupational-health-program) to understand what needs to be reported.  In addition, to help understand what to do if a fellow student in the class (or the instructor or TA) tests positive for COVID, see this [University Health Services link](https://healthyhorns.utexas.edu/coronavirus_exposure_action_chart.html).

**ONLINE CLASS REQUIREMENTS**

This class is facilitated through software like Zoom, Canvas, and Proctorio. A Zoom link to class will be provided through Canvas. Students must have a laptop or desktop computer with:

1. A webcam and microphone;
2. 2GB memory/RAM;
3. Modern and updated operating system (MacOS or Windows);
4. Chrome (highly recommended), Safari, or Firefox, and;
5. 5mpbs internet connection speed (test your internet connect speed [here](https://www.speedtest.net/)).

These requirements are necessary for a quality and functional online class experience for all students. It is your responsibility to ensure that your laptop or desktop computer meets these requirements throughout the semester. Students who are unable to meet these requirements are not qualified to take this class. For questions about these requirements, please email your TA before the 4th day of class.

**Class Recordings:** Class recordings are reserved only for students in this class for educational purposes and are protected under the Family Educational Rights and Privacy Act. The recordings should not be shared outside the class in any form. Violation of this restriction by a student could lead to Student Misconduct proceedings.

Here are some quick tips for the best online class experience:

1. Close all unnecessary browser windows and tabs and programs, for example:

* Streaming music (Pandora, Spotify, etc.)
* Social media sites
* Youtube or other video sites
* Online/Offline Gaming

1. Clear the browser's cache before class.
2. Check your computer is free of viruses, malware, and spyware (UT recommendations).

If you need additional help, send a chat message to the TA during class or send an email outside of class.

Exams will be conducted using **Proctorio**. Students must install the Proctorio extension on **Chrome** in order to successfully use Proctorio. Students may be required to record themselves during their examinations and other related classroom situations using Proctorio. This is a requirement to take the class. All recordings will be handled in accordance with university policy and applicable student privacy laws such as the Family Educational Rights and Privacy Act. Follow the link below to learn more about how to install the Proctorio extension and use Proctorio to take tests.

<https://cdn.proctorio.com/guides/canvas/test-taker/getting-started.pdf>

Proctorio is a remote proctoring program that complies with the highest level of privacy protection for students. You can read their privacy policy here:

<https://proctorio.com/privacy>

Just as unexpected, uncontrollable situations arise which affect a person’s ability to attend class in person, situations may arise which affect your ability to access the class remotely. If you are having internet connectivity trouble which are significantly affecting your ability attend the class lecture, please take a screenshot of the technical difficulty and immediately notify your TA.

A good recommendation for online classes is to have a space dedicated solely to your classroom experience, such as a desk or table. Your classroom space should be relatively quiet and free of distractions. You may wish to remove personal items from the view of the webcam and keep a neutral background.

## Examinations (45% of Final Grade)

There will be three exams, each comprising 15% of your course grade. The exams will include both multiple-choice and short answer questions. Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers. You are responsible for everything covered in the previously stated areas. The emphasis on these exams will be on the application of concepts. Understanding of text material and knowledge of definitions are expected since they may be test material.

The exams will be conducted through Proctorio. I will refer any suspected violations of academic dishonestly to the Office of the Dean of Students for investigation. An ‘F’ in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Each exam will ONLY be provided during the regular class period on the dates specified above at the start of our regular class time of 9:30 AM. Please consult the calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. **You must take the exam on the date and time indicated above and in the class calendar.**

No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office, students observing religious holy days, and students dealing with health emergencies. **No make-up dates are offered for students who miss an exam**. Remember that if you miss an exam, you will be given a zero.

## Team Marketing Research Project (20 % of Final Grade)

The purpose of the Team Project is to create a sales development strategy for a business. Outstanding projects demonstrate application of principles of selling techniques and sales management learned throughout the course, and focus on a forward-looking sales development plan, not an analysis of the company’s existing marketing or sales 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 to 12-page double-spaced with 1’ margins, Times New Roman, (not including exhibits or references) marketing strategy plan. Papers may be analyzed for plagiarism through software such as Turnitin. 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 10-minute presentation, followed by 5 minutes of Q&A. Exceeding this limit will result in a **lowered class presentation grade.**

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

Each team member is expected to pull his or her weight. Freeloaders will not be tolerated, and any reported lack of commitment or contribution to the team effort will be reflected in a lowered individual grade. You will evaluate your team members’ participation at the end of the project.

*Quizzes (10% of Final Grade)*

You will take two quizzes in Canvas. The quizzes consist of ten true-false questions over the assigned reading and in-class lectures.

*Article Summaries (10% of Final Grade)*

Students will be asked to write and turn in two thoughtful article summaries on articles provided to them via Canvas. These articles will be discussed in class as a part of the subject being lectured on that day. Article summaries should be no more than 2 pages double-spaced in Times New Roman font size 12 with 1” margins.

Articles, the write up deadlines, and information on how to write an article summary will be

posted to Canvas. The write ups will be due by the start of class (9:30am) on the day it is due.

Please submit via Canvas. Late article summaries may be unaccepted.

## Class Attendance and Participation (15% of Final Grade)

Class lectures will be recorded and available online for students to access; however, students are expected to attend class on a regular basis and on time. Attendance will be taken periodically through formats such as in-class polling or regular roll-call. Class participation opportunities will occur throughout the semester, including role-playing sales situations, discussion about current events, articles summaries, and Q&A sessions with guest speakers.

Participation in class means insights that you share during class, that serve to add value to the ongoing discussion. Quality is preferred over quantity as you will not be graded on “air time”. The quality of your participation will be gauged by perceived preparation, participation in discussions, ability to answer posed questions and your ability to connect the material being discussed with course readings from your text or from cases. Your comments should be designed to raise the overall understanding of the course material for the entire class.

**Religious Holy Days & Health Emergencies:** If you must miss a class, a work assignment, or a project in order to observe a religious holiday, please email me by the 4th class day so that alternative arrangements can be made. I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Students with special circumstances (non-ADA) that require you to miss class, including for COVID-19 symptoms, should complete the [absence notification request form](https://t.e2ma.net/click/lke55z/htmifsb/tuvrdm4) with Student Emergency Services.

## Personal Branding Project (Extra Credit Opportunity)

You will be asked to develop a personal branding project in order to better market yourself and distinguish yourself (from the competition). Strong branding strategies have shown to outperform less recognized ones by 73%. Building a solid personal brand makes you more visible to the recruiters, during campus interviews and leaves a lasting impression.

You have four options for your personal branding project. Further instructions, templates, and samples will be provided on Canvas. You may select from the following projects:

1. Personal Branding Brochure. You will create an informative personal branding brochure with good organization.
2. Personal Website. You will create a personal website using Weebly, a drag-and-drop website builder.
3. LinkedIn Profile. LinkedIn is an integral part of networking these days. You will create or revise a LinkedIn profile to reflect your personal brand.
4. Video Resume. You will create a 1 to 3-minute video resume reflecting your personal brand. Your video and audio recording should be high quality and thoughtfully edited.

2 points will be added to your “lowest exam grade” for each completed project for a possible total of 4 points.

# CLASS GRADE CALCULATION

Exam #1 15% Chapters 1-6 & Lecture/Speakers /Videos/Articles/Other

Class Content

Exam #2 15% Chapters 7-12 & Lecture/Speakers/Videos/

Articles/Other Class Content

Exam #3 15% Chapters 13-15, 17, 18 & Lecture/Speakers/Videos/

Articles/Other Class Content

Class Attendance & 15% Based on class attendance and participation.

Participation

Article Summaries 10% Two 1-2-page article summaries

Quizzes 10% Two quizzes over assigned chapters and lectures.

Team Project 20% 10 to 12-page Team Project and Presentation

**NO EXCEPTIONS FOR LATE PAPERS**

Personal Branding Demonstration of marketing by building personal brand.

Project 2 points will be added to your “lowest exam grade” for each completed project for a possible total of 4 points.

**Semester Grades**

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

|  |  |  |
| --- | --- | --- |
| Semester Average | Grade | Grade Points |
|  |  |  |
| 93-100 | A | 4.00 |
| 90-92 | A- | 3.67 |
| 87-89 | B+ | 3.33 |
| 83-86 | B | 3.00 |
| 80-82 | B- | 2.67 |
| 77-79 | C+ | 2.33 |
| 73-76 | C | 2.00 |
| 70-72 | C- | 1.67 |
| 67-69 | D+ | 1.33 |
| 63-66 | D | 1.00 |
| 60-62 | 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-”).

VERY IMPORTANT!!!…In calculating your final course grade, you must use the stated “grading formula/percentages” in this syllabus – NOT CANVAS!!! **CANVAS IS ‘NOT’ AN ACCURATE WAY TO DETERMINE YOUR OVERALL COURSE GRADE, ONLY THE BELOW STATED GRADING FORMULA/ PERCENTAGES IS CORRECT.** If you have any questions, please contact me or your class TA.

**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, and absence issues, etc. Feel free to copy me on all email correspondence. Your TA will NOT provide notes for missed classes! 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 & Health Emergencies** If you must miss a class, a work assignment, or a project in order to observe a religious holiday, please email me by the 4th class day so that alternative arrangements can be made. I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Students with special circumstances (non-ADA) that require you to miss class should complete the [absence notification request form](https://t.e2ma.net/click/lke55z/htmifsb/tuvrdm4) with Student Emergency Services. The SES will verify your emergency and provide a letter to your professors that requests accommodations be made for you.

Emergency situations include but are not limited to:

* Missing Person(s) situation
* Family Emergency
* Fire or Natural Disaster
* Student Death (current or former)
* Medical or Mental Health Concern, including COVID-19 diagnosis
* Academic difficulties due to crisis or emergency situations
* Interpersonal Violence (stalking, harassment, physical and/or sexual assault)

**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/strudents/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**

|  |  |  |  |
| --- | --- | --- | --- |
| T | Jan. 19 | Class Introduction *(Purpose, Scope, and Course Organization)* | Intro |
| Th | Jan. 21 | The Field of Sales Force Management | Chapter 1 |
| T | Jan. 26 | The Personal Selling Process | Chapter 3 |
| Th | Jan. 28 | Introduction to Personal Selling  Team Project Explanation & Guidelines | Lecture / Film |
| T | Feb. 2 | Dealing with Buying Objections; Role Playing Exercise  **Article Summary 1** | Lecture / Film |
| Th | Feb. 4 | The Closing Process; Role Playing Exercise | Lecture / Film |
| T | Feb. 9 | Follow Up Service & Sales Relationships; Role Playing Exercise  **Team Project Proposal Due** | Lecture / Film |
| Th | Feb. 11 | Branding Yourself for Personal Success | *In class Assignment/* Lecture |
| T | Feb. 16 | **EXAM 1 (Chapters 1 & 3, Lectures, Films, Speakers)** | **EXAM 1** |
| Th | Feb. 18 | Sales Force Organization | Chapter 4 |
| T | Feb. 23 | Profiling and Recruiting Sales People | Chapter 5 |
| Th | Feb. 25 | Selecting and Hiring Applicants  **Quiz 1** | Chapter 6 |
| T | Mar. 2 | Developing, Delivering, and Reinforcing a Sales Training Program… | Chapter 7 |
| Th | Mar. 4 | Sales Quotas and Expanses  **Team Project Checkpoint** | Chapter 10 |
| T | Mar. 9 | Guest Speaker |  |
| Th | Mar. 11 | **EXAM 2 (Ch 4-7 & 10, Lectures, Films, Speakers)** | **EXAM 2** |
| T | Mar. 16 | **NO CLASS – SPRING BREAK** |  |
| Th | Mar. 18 | **NO CLASS – SPRING BREAK** |  |
| T | Mar. 23 | Motivating a Sales Force | Chapter 8 |
| Th | Mar. 25 | Sales Force Compensation | Chapter 9 |
| T | Mar. 30 | Guest Speaker |  |
| Th | Apr. 1 | Leadership of the Sales Force  **Quiz 2** | Chapter 11 |
| T | Apr. 6 | Leadership of the Sales Force, Team Building  **Team Project Checkpoint** | Chapter 11, Lecture / Film |
| Th | Apr. 8 | Forecasting Sales and Developing Budgets | Chapter 12 |
| T | Apr. 13 | Sales Territories…Guest Speaker  **Article Summary 2** | Chapter 13 |
| Th | Apr. 15 | Ethics in Sales | Chapter 17, Lecture/ Film |
| T | Apr. 20 | Guest Speaker |  |
| Th | Apr. 22 | **EXAM 3 (Ch 8, 9, 11, 12, 13 & 17, Lectures, Films, Speakers)** | **EXAM 3** |
| T | Apr. 27 | (Team Project Checkpoint #4) |  |
| Th | Apr. 29 | Reserved for Team Project Work  **Team Project Paper DUE** |  |
| T | May 4 | TEAM PRESENTATIONS |  |
| Th | May 6 | TEAM PRESENTATIONS |  |