

Course **MKT 3341**
AI within the Sales Technology Landscape

Department **Marketing, Jindal School of Business**

Term **Fall 25**

Meetings **Th 4:00 – 6:45 PM** **JSOM 14.501**

Professor's Contact Information

Name **Dr. Howard F. Dover**
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Communication Preference **Grade Discussions:**
Grading questions are generally best addressed in person during office hours. Due to the confidential nature of the subject, discussion of grades during class, after class, or before class will be discouraged.

Mon – Friday:

It is my intention to respond to all student communication by the end of the first business day (by 10:00 P.M.) after the receipt of e-mail messages or E-Learning posts.

Weekend/Holiday:

Response to student communications Under normal circumstances, I intend to respond to student communication by the end (by 10:00 P.M.) of the first business day after the weekend or holiday.

These statements represent my intention to provide prompt response to student communication but do not convey any guarantee.

Office Hours Open office hours 4:15 – 6 PM Tuesday (end at 5:30 if no sign up)

General Course Information

Course Description Examines how Artificial Intelligence is expanding categories and applications with the existing sales technology landscape. Explore how sales/revenue organizations use both Machine Learning and Generative A.I. to provide intelligence and influence Go To Market (GTM) strategies. Includes use of actual applications to explore and analyze how data can develop key revenue intelligence for the firm. Explores change management and harnessing true potential of sales technology innovation. Prerequisite: [MKT 3300](#).

Course Objectives

Required Materials TBD: Gartner and HBR articles

Suggested Texts Sales Innovation Paradox, Howard Dover, PhD, Greenleaf, ISBN: 978-1632996244

Course Statements *Course Attendance:* This course will be survey and discussion format. Therefore, you will be expected to prepare for class, attend class, and contribute to class. Thus your attendance is mandatory and essential to passing the course.

Course Policies:

Grading (credit) Criteria	Case Work	20%
	Attendance and Class participation.	30%
	Weekly Activities	20%
	Group Presentation.	30%
<i>*All case submissions must be submitted via e-learning (Turnitin tool). See Generative AI Statement.</i>		

Academic Calendar

Date	Topics
Week 1 Aug 28	Topic(s) <ul style="list-style-type: none"> • Syllabus • Gartner Hype Cycle • Gartner Keynote
Week 2 Sep 4	AI in the existing Technology Landscape <ul style="list-style-type: none"> • Sales Roles 1.0
Week 3 Sep 11	AI in the Existing Technology Landscape <ul style="list-style-type: none"> • Sales Roles 2.0 Guest presentation: Elay Cohen, Founder Saleshood.
Week 4 Sep 18	AI in the existing Technology Landscape <ul style="list-style-type: none"> • Management/Enablement/Ops 1 Guest Presentation: Usman Sheikh, Founder of Agentive (and XiQ)
Week 5 Sep 25	AI in the existing Technology Landscape <ul style="list-style-type: none"> • Management/Enablement/Ops 1 Guest TBD (<i>Spectrum</i>)
Week 6 Oct 2	How to Harness Ai for Revenue Intelligence Partner Panel or Alternative Activity.

Week 7 Oct 9	How to Harness AI for RI (Remote) <ul style="list-style-type: none"> Variation of AI (NLP, Machine Learning, Deep Learning)
Week 8 Oct 16 Dreamforce	Dreamforce Keynote (Virtual)
Week 9 Oct 23	How to Harness AI for RI <ul style="list-style-type: none"> LLM/GenAi Chatbots/Super Human <p>Case: AI Wars</p>
Week 10 30	How to Harness AI for RI <ul style="list-style-type: none"> Reasoning Agentic
Week 11 Nov 6* ICSC	Big Data <ul style="list-style-type: none"> Internal Data External Data
Week 12 Nov 13	Agentic Workflow
Week 13 Nov 20	Change Management <ul style="list-style-type: none"> Intertia (Sales Innovation Paradox)
Nov 24-28	Thanksgiving Break
Week 14 Dec 4	Team Presentations

Schedule is tentative and is subject to change via announcement in class or via other electronic communications.

Statement of Generative AI.

The current environment we live in requires us all to adapt and work with new advances in Artificial Intelligence. In this class you will be asked to do a case report to enhance your business acumen and critical thinking skills. These cases provide you and your team with an excellent opportunity to use Generative AI to enhance the depth of your analysis. Please consider the following requests when using A.I. for writing assignments:

- 1) It is expected that you will list the software systems used for analysis and writing for your assignment (including Grammarly) on the reference page. This gives appropriate credit and reduces potential for plagiarism issues.
- 2) It is also appropriate to provide the following items in Appendix, when using AI.
 - a. When using Grammarly, provide the original document prior to Grammarly edits.
 - b. Full transcript of AI for this project: including prompts and responses.

- 3) If you intend to use an AI response, in its entirety or summarization, appropriate credit should be given to the AI tool used as a referenced source. The reference should be cited in text and on the reference page (including a footnote to the prompt in your appendix would be best practice).

It is important to realize the opportunity and limitations of AI use for projects like case studies. Simply having AI do the work is tempting but does not enhance your knowledge nor is that overly honest.

Learning to work with AI in professional ways will serve to enhance your learning experience and your capacity to do good work.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies

These descriptions and timelines are subject to change at the discretion of the Professor.