

Course **MKT 3330 Sec 502**
Introduction to Professional Sales
Department **Marketing Area,**
Jindal School of Management
Term Fall 2013
Meetings Th 7:00 – 9:45 PM in JSOM 2.901

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.
Response to student communications	<i>Mon – Friday:</i> 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 Myclasses posts. <i>Weekend/Holiday:</i> 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.
Office Hours	<i>These statements represent my intention to provide prompt response to student communication but do no convey any guarantee.</i> Tue/Thu 4:00 – 6:00 PM or by appointment (Appointments strongly recommended)

General Course Information

Pre-requisites, Co-requisites, & other restrictions	BA 3365, MATH 1236 and MATH 2333
Course Catalog Description	This course covers professional selling practices and sales management (including functions, evaluation, and compensation of sales force), as well as wholesaling and retailing (including positioning, merchandising, inventory, pricing, buying, advertising, promotion, services and customer satisfaction), and channel management (design, functions, logistics, supply chain and channel relationships)
Course Objectives	1. To identify and personally develop the foundational attributes required to build successful professional selling relationships. 2. To identify the tools and methods used by sales professionals to initiate, develop, and enhance customer relationships. 3. To experience the process of developing customer relations.
Required Texts & Materials	<u>SELL 3</u> by Ingram et al, Southwestern 2013. ISBN: 9781133188322 <i>Text Available at Salisbury University Bookstore</i>
Suggested Materials	Wall Street Journal

Academic Calendar

Date	Topic
Aug 29	Meet and Greet: Online Instructions provided Course Introduction
Sep 5	Ethics Module: <i>Readings:</i> Chapter 2 & Online research regarding recent corporate scandals
Sep 12	Knowledge Module: <i>Readings:</i> Chapter 3; Library and Online resources
Sep 19 Sep 26	Communications Module* <i>Readings:</i> Chapter 4
Oct 3	Preparing for the Sale: Prospecting Strategy* <i>Readings:</i> Chapter 5
Oct 10	Preparing for the Sale: Sales Dialogue* <i>Readings:</i> Chapter 6
Oct 17	Role Play Practice: Needs Assessment* <i>Major Individual Assignment Due: Needs Assessment Video, Oct 18th</i>
Oct 24	The Presentation* <i>Readings:</i> Chapter 7
Oct 31*	TA Managed: Role play practice Needs Assessment + Presentation
Nov 7 Nov 14*	Handling Objections and Earning Commitment* <i>Readings:</i> Chapter 8
Nov 21	Preview of Advanced Topics* <i>Final Role Play Practice – Extra Credit Rounds</i>
Nov 25 – 30	Thanksgiving Break
Dec 5	Sales Event: Intro Preview <i>This is an all day event with an Awards Dinner that evening.</i>
Dec 13	Final Project Due: Submission via eLearning

** Indicates likely role play activity (often provides multiple class participation points)*

Course Policies

Grading (credit) Criteria	Major Assignments 45% Quizzes 10% Class Participation 45%
Class Participation (45%)	<p>Class participation will be a substantial portion of your grade for this course. Class participation will be split between online and in class participation requirements.</p> <p><i>Online Participation (25%)</i> On a weekly basis you will discuss both ethical issues and cases with your discussion group. From time to time you will also be asked to complete online surveys and discuss their relevance to the course material</p> <p>Note: Large portions of the online grade are earned for completing discussions during the Build Your Network related discussions.</p>

	<p><i>In Class Participation (20%)</i> A majority of our in class session will be either a discussion or a role playing exercise followed by discussion. Your attendance and participation will be essential during each in-class session.</p>
Quizzes (10%)	For each chapter covered in this course, you will be required to complete an online quiz prior to our discussion of the material during in-class sessions.
Major Assignments (50%)	<p><i>Note: Failure to submit a Final Project or Assessment Video will result in an automatic 'F' as a grade for this class.</i></p> <p><i>Role Play Videos (15 - 25%)</i> <u>Needs Assessment Video (15%)</u>: Submit a video needs assessment using the case provided from last year's cases from national competitions as provided on E-learning. <u>Final Role Play Event (10% Optional – reduced quota for Network Development project)</u>: Submit a video role-play using the case provided to a live buyer and live evaluation.</p> <p>These videos will be graded using National Collegiate Sales Competition grading sheet. More details to be provided on E-learning.</p> <p><i>Network Development (20 - 35%)</i> Your quota for this project will be to conduct at least 10 informational interviews (7 for students who participate in the Final Role Play Event) with people from two targeted industries. This, in turn, should lead to 2 to 3 mentors in each field of interest. More details will be provided via E-Learning.</p>
Late Work	Late work will not be accepted.

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.