

Course **MKT 3330 Sec 003**
Introduction to Professional Sales

Department **Marketing, Jindal School of Business**

Term **Fall 2016**

Meetings **T/Th 4:00 – 5:15 PM in JSOM 2.804**

Professor's Contact Information

Name	Dr. Howard F. Dover
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Office Location	JSOM 13.511
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	Grade Discussions:
Communication Preference	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.
	<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 E-Learning 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.
Response to student communications	
	<i>These statements represent my intention to provide prompt response to student communication but do no convey any guarantee.</i>
Office Hours	Tue/Th 12:00 – 2:00 PM or by appointment (Appointments strongly recommended via time trade at https://www.timetrade.com/book/YCY8R)

General Course Information

Pre-requisites & Corequisites	Junior Standing or higher
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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
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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.
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Required Texts & Materials	"Sell" 5th Edition by Ingram/ Avila/ Schwepker/ Williams, Southwestern 2015
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Text Available at UT Dallas Bookstore

Suggested Materials	Wall Street Journal
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Academic Calendar

Date	Topic
Aug 23/25	Meet and Greet: Online Instructions Provided Course Introduction
Aug 30/Sep 1	Ethics Module Readings: Chapter 2
Sep 6/8	Knowledge Module Readings: Chapter 3
Sep 13/15** SC/USCA Sep 20/22	Communications Module* Readings: Chapter 4
Sep 27/29	Preparing for the Sale: Prospecting Strategy* Readings: Chapter 5
Oct 4/6** Dreamforce	Preparing for the Sale: Sales Dialogue* Readings: Chapter 6
Oct 11/13	Role Play Practice: Needs Assessment* Major Individual Assignment Due: Needs Assessment Video, Oct 17th by 10:00 AM
Oct 18/20* GNW	The Presentation* Readings: Chapter 7
Oct 25/27	Role Play Practice: Needs Assessment + Presentation
Nov 1/3* ICSC Nov 8/10	Handling Objections and Earning Commitment* Readings: Chapter 8
Nov 15/17	Preview of Advanced Topics* Final Role Play Practice – Extra Credit Rounds
Nov 21- 26	Thanksgiving Break
Nov 29/Dec 1	Final Role Play Prep for Rookie Preview
Dec 2	ROOKIE PREVIEW

Dec 9	<i>Final Project Due: Submission via E-Learning</i>

* 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> A significant portion of the activities and learning we do in this class will be done in a modified flipped format. To accomplish this, there will be work that will be done using online modules to enhance your learning experience.</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. A majority of these points are earned on roll play days.</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 (45%)	<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 Assessments (15 - 25%)</i> <u>Needs Assessment Video</u> (15%): Submit a video needs assessment using the case provided on E-learning. <i>Note: All students are required to submit a needs assessment video with the student submitting playing the role of the buyer. All students are strongly encouraged to visit with the professor to discuss their needs assessment results.</i></p> <p><u>Rookie Preview Participation</u> (10% Optional – reduced quota for Network Development project): Participate in the Rookie Preview event and be scored by industry judges using National Collegiate Sales Competition grading sheet. More details to be provided on E-learning.</p>

	<p><i>Final Project: Network Development (20 - 30%)</i></p> <p>Your quota for this project will be to conduct at least 10 informational interviews, (6 for students who participate in the Rookie Preview) 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 ELearning.</p> <p><i>Note: Students who compete in Rookie Preview will be given the following score for their network development project:</i></p> <p><i>Max (10*Rookie Preview Score/100 + 20*Network Development score/100, 30*Network Development score)</i></p> <p><i>Thus Rookie Preview participation will both reduce your quota and may increase your final project score for this class.</i></p>
Late Work	Late work will not be accepted.
Extra Credit	<p>The following opportunities will be available for extra credit this semester:</p> <ol style="list-style-type: none"> 1) Engage with Jill Konrath Keynote on Sept 8th at 7:00 PM 2) Engage with Jason Jordan Keynote on Oct 13th at 7:30 PM 3) Pro-Sales event session volunteers. Oct 27th and Oct 28th 4) Other events and activities as announced in class <p>Please follow instructions on e-learning to obtain credit for each activity. These extra points will be added to your class participation overall grade.</p>

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.