



MKT 4305-001-11684
Selling and Sales Management
Fall, 2017

Time: TR – 9:00 – 10:20 AM
Room: COBA 332
Instructor: Edward "Ed" Ramirez, Ph.D.
Office Hrs: TR 10:20 to 11:50 AM - COBA: 214
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Required Text: **SELLING: BUILDING PARTNERSHIPS, 9th edition.**
By: Castleberry, Stephen B., and Tanner Jr., John F. (ISBN-13:
978-0077861001; ISBN-10: 0077861000)

Course Description:

This course presents the techniques of effective personal selling, the function and duties of the sales representative, and the task of sales management in staffing, training, and motivating a sales force.

Course Objectives:

This course will introduce the student to professional sales and sales management. It will focus on the fundamentals of building and maintaining mutually beneficial business relationships. Emphasis will be placed on sales skills, such as prospecting, making the sales call, developing compelling presentations, responding to objections, and closing the deal. Additionally, the course will provide insight into how to develop and motivate an effective sales team.

Course Prerequisites: MKT. 3300 or graduate standing

Requirements:

1. Read the text and any additional assignments before class.
2. Participate in group project.
3. Actively participate in class discussions and exercises.

Course Grading:

Students' understanding of the course material will be assessed with four (4) exams, class participation, and a team project. All exams will carry equal weight. Do not miss an exam. If you cannot be here for any of the scheduled exams, do not enroll in the course.





If you are hospitalized and cannot take an exam, a make-up will be offered on December 8th from 12 pm to 1:45 pm. Also, if you are hospitalized, have someone contact me while you are in the hospital. I **will not** accept an after the fact excuse.

Meaningful class participation is expected. This means that you must prepare for class ahead of time. In addition, please, make sure to have read the required chapters and any other materials that I may provide before class.

The final grade will be determined as follows. Please, note that I do not negotiate or round-up grades.

Exams:	400 pts.	A = 540 pts. – 600 pts.
Project:	100 pts.	B = 480 pts. – 539.99 pts.
Class Participation:	<u>100 pts.</u>	C = 420 pts. – 479.99 pts.
Total Points:	600 pts.	D = 360 pts. – 419.99 pts.

Sales Project:

Students will be assigned to a team to work on the class project. More information on the project is forthcoming. Each student is expected to contribute equally to the team effort. You will be asked to make a formal presentation in front of the class as part of the project.

Laptop Usage: Laptop usage is permitted *for note taking* only during class.

Attendance and Punctuality:

Class attendance is required and expected. Exam material will be partially based on lectures; therefore, you are responsible for any material covered in class. Also, we will have several unannounced in-class exercises that will allow me to gauge your selling skills. If you are not here for these activities, your participation grade will suffer.

Please, arrive early and take your seat quickly and quietly. Arriving late hinders all students and is considered disruptive to everyone in the class.

Academic Dishonesty:

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP)





and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

“It is a violation of copyright laws to copy any portion of the textbook.”

Statement on Disability:

If you feel that you may have a disability that requires accommodations, contact the Center for Accommodations and Support Services office at 915-747-5148; go to the Union Building East, Room 106, or email: cass@utep.edu

PLEASE, TURN OFF OR PLACE ON SILENT MODE ANY CELL PHONES, PAGING DEVICES, PDA’S, etc., DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR AND YOUR CLASSMATES.

TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION

WEEK	DAY	DATE	SUBJECT	TOPIC
1	Tuesday	Aug. 29	Intro / Syllabus Overview	Course overview
	Thursday	31	Chapter 1	Selling and Sales People
2	Tuesday	Sept. 5	Chapter 17	Managing Your Career
	Thursday	7	Chapter 2	Ethical and Legal Issues in Selling
3	Tuesday	12	Chapter 3	Buying Behavior and the Buying Process
	Thursday	14	Miscellaneous	Review
4	Tuesday	19	Exam #1	Chapters 1, 17, 2, and 3
	Thursday	21	Chapter 4	Using Communication Principles to Build Relationships
5	Tuesday	26	Chapter 5	Adaptive Selling for Relationship Building
	Thursday	28	Chapter 5	
6	Tuesday	Oct. 3	Chapter 6	Prospecting
	Thursday	5	Chapter 7	Planning the Sales Call
7	Tuesday	10	Miscellaneous	Review
	Thursday	12	Exam #2	Chapters 4, 5, 6, and 7
8	Tuesday	17	Chapter 8	Making the Sales Call
	Thursday	19	Chapter 8	
9	Tuesday	24	Chapter 9	Strengthening the Presentation
	Thursday	26	Chapter 10	Responding to Objections
10	Tuesday	31	Chapter 11	Obtaining Commitment
	Thursday	Nov. 2	Miscellaneous	Review
11	Tuesday	7	Exam #3	Chapters 8, 9, 10, and 11
	Thursday	9	Chapter 12	Formal Negotiating
12	Tuesday	14	Chapter 12	Formal Negotiating
	Thursday	16	Chapter 13	Building Partnering Relationships
13	Tuesday	21	Chapter 15	Managing Your Time and Territory
	Tuesday	28	Chapter 16	Managing within Your Company
14	Thursday	30	Presentations	



	Tuesday	Dec. 5	Presentations	
15	Thursday	7	Presentations	
16	Tuesday	12	Final Exam	Chapters 12, 13, 15, and 16 (10am to 12:45pm)
	Friday	8	Dead Day	Make-up exams 12pm to 1:45pm

*This is a tentative course schedule and is subject to change.