



MKT 4305-001 – 12175
Selling and Sales Management
Fall, 2014

Time: TR – 9:00 AM – 10:20 AM
Room: COBA 331
Instructor: Edward “Ed” Ramirez, Ph.D.
Office Hrs: TR 10:30 AM to 11:30 PM - COBA: 214
Cellphone: 404-732-4891
Office: 915-747-7729
Email: eramirez29@utep.edu

Required Text: **SELLING: BUILDING PARTNERSHIPS. 6 or 7th edition.**
By: Castleberry, Stephen B., and Tanner Jr., John F. (ISBN: 0-07-322940-7 or ISBN: 0-07-128090-1)

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 5th from 12 pm to 1:20 pm.

Meaningful class participation is expected.

The final grade will be determined as follows:

Exams:	400 pts.	A = 540 pts. – 600 pts.
Project:	100 pts.	B = 480 pts. – 539 pts.
Class Participation:	<u>100 pts.</u>	C = 420 pts. – 479 pts.
		D = 360 pts. – 419 pts.
Total Points:	600 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.

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 Disabled Student Services Office at 915-747-5148; go to the Union Building East, Room 106, or email: dss@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. 26	Intro / Syllabus Overview	Course overview
	Thursday	28	Chapter 1	Selling and Sales People
2	Tuesday	Sept. 2		
	Thursday	4	Chapter 17	Managing Your Career
3	Tuesday	9	Chapter 2	Ethical and Legal Issues in Selling
	Thursday	11	Chapter 3	Buying Behavior and the Buying Process
4	Tuesday	16	Exam #1	Chapters 1, 17, 2, and 3
	Thursday	18	Chapter 4	Using Communication Principles to Build Relationships
5	Tuesday	23	Chapter 5	Adaptive Selling for Relationship Building
	Thursday	25	Chapter 6	Prospecting
6	Tuesday	30		
	Thursday	Oct. 2	Chapter 7	Planning the Sales Call
7	Tuesday	7		
	Thursday	9	Exam #2	Chapters 4, 5, 6, and 7
8	Tuesday	14	Chapter 8	Making the Sales Call
	Thursday	16		
9	Tuesday	21	Chapter 9	Strengthening the Presentation
	Thursday	23		
10	Tuesday	28	Chapter 10	Responding to Objections
	Thursday	30	Chapter 11	Obtaining Commitment
11	Tuesday	Nov. 4	Exam #3	Chapters 8, 9, 10, and 11
	Thursday	6		
12	Tuesday	11	Chapter 12	Formal Negotiating
	Thursday	13	Chapter 13	Building Partnering Relationships
13	Tuesday	18	Chapter 15	Managing Your Time and Territory
	Thursday	20	Chapter 16	Managing within Your Company
14	Tuesday	25	Presentations	
	Thursday	27	Thanksgiving	
15	Tuesday	Dec. 2	Presentations	
	Friday	4		Dead day—make up exam 12 to 1:20pm
16	Tuesday	Dec. 11	Final Exam	Chapters 12, 13, 15, and 16 10:00 AM to 12:45 PM

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

