



**MKT 4305-001 – 23471**  
**Selling and Sales Management**  
**Spring, 2016**

**Time:** MW – 1:30 PM – 2:50 PM  
**Room:** COBA 312  
**Instructor:** Edward "Ed" Ramirez, Ph.D.  
**Office Hrs:** MW 12:30 PM to 1:30 PM - COBA: 214  
**Cellphone:** 404-732-4891  
**Office:** 915-747-7729  
**Email:** eramirez29@utep.edu

**Required Text:** **SELLING: BUILDING PARTNERSHIPS, 9<sup>th</sup> 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 May 12<sup>th</sup> 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:

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

### **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](mailto: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	Wednesday	Jan. 20	Intro / Syllabus Overview	Course overview
	Monday	25	Chapter 1	Selling and Sales People
2	Wednesday	27	Chapter 17	Managing Your Career
	Monday	Feb. 1	Chapter 2	Ethical and Legal Issues in Selling
3	Wednesday	3	Chapter 3	Buying Behavior and the Buying Process
	Monday	8	Miscellaneous	Review
4	Wednesday	10	Exam #1	Chapters 1, 17, 2, and 3
	Monday	15	Chapter 4	Using Communication Principles to Build Relationships
5	Wednesday	17		No Class
	Monday	22	Chapter 5	Adaptive Selling for Relationship Building
6	Wednesday	24	Chapter 6	Prospecting
	Monday	29	Chapter 6	Prospecting
7	Wednesday	Mar. 2	Chapter 7	Planning the Sales Call
	Monday	14	Miscellaneous	Review
8	Wednesday	16	Exam #2	Chapters 4, 5, 6, and 7
	Monday	21	Chapter 8	Making the Sales Call
9	Wednesday	23	Chapter 8	Making the Sales Call
	Monday	28	Chapter 9	Strengthening the Presentation
10	Wednesday	30	Chapter 10	Responding to Objections
	Monday	April 4	Chapter 11	Obtaining Commitment
11	Wednesday	6	Miscellaneous	Review
	Monday	11	Exam #3	Chapters 8, 9, 10, and 11
12	Wednesday	13	Chapter 12	Formal Negotiating
	Monday	18	Chapter 12	Formal Negotiating
13	Wednesday	20	Chapter 13	Building Partnering Relationships
	Monday	25	Chapter 15	Managing Your Time and Territory
14	Wednesday	27	Chapter 16	Managing within Your Company
	Monday	May 2	Presentations	
15	Wednesday	4	Presentations	



	<b>Friday</b>	<b>6</b>	<b>Presentations</b>	
<b>16</b>	<b>Wednesday</b>	<b>11</b>	<b>Final Exam</b>	<b>Chapters 12, 13, 15, and 16 4:00 PM to 6:45 PM;</b>
	<b>Thursday</b>	<b>12</b>		<b>Make-up exams 12pm to 1:45pm</b>

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