



**MKT 4305 CRN 11357**  
**Selling and Sales Management**

**Professor:** Dr. Fernando R. Jiménez  
**Class meetings:** COBA 332      **Class Time:** TR 9:00 – 10:20 AM  
**Office:** COBA 240      **Office Hours:** TR 1:00 – 3:00 PM  
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**Required Textbook:** Professional Selling. Hunt, Deitz, and Hansen. McGraw Hill. First edition. ISBN-13: 978-1264138593

**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. Restricted to majors of ACCT, BAMA, BSAD, CIS, FIN, GENB, INBU, IS, MGMT, MKT, OSCM, POM. Prerequisites: MKT 3300 w/D or better. Restricted to class of SR.

**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. The course will introduce students how to develop and motivate a sales team.

**Grading**

4 Exams @ 100 pts each: 400 pts.

A = 360 – 400 pts  
B = 320 – 359 pts.  
C = 280 – 319 pts.  
D = 240 – 279 pts  
F = 239 or less

**Required Technology**

Laptop computer with: Microsoft Excel, Word, PPT  
Tableau for Students <https://www.tableau.com/academic/students>

**Exams:** Student learning is assessed through 4 exams. Each exam is worth 100 points. Exam dates and exam topics appear in the course schedule. Exams will be delivered in class via Blackboard using a laptop. Students must bring a laptop capable of connecting to the internet and install Respondus Lockdown Browser. The UTEP Help Desk at the UTEP Library can assist students. A calculator may also be required.



**Guest Speakers:** During the semester, sales professionals may visit our class to share their experience and expertise with us. Students are expected to dress and behave in a manner that best represents our college and university.

**Extra Credit Assignments:** Extra credit assignments will be announced and completed in-class. Extra credit assignments will be graded. Submission by itself does not warrant full points. Late and make-up extra credit assignments will not be graded. Some assignments involve a team effort. Students cannot make up extra credit assignments.

**Attendance:** Students are expected to attend all sessions. In case of sickness, school or work-related travel, military assignments, and other unexpected events, please notify the instructor as soon as possible.

### **Special accommodations for students**

Students that need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to [cass@utep.edu](mailto:cass@utep.edu), or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at [www.sa.utep.edu/cass](http://www.sa.utep.edu/cass).

### **Class drop**

The last day to drop the class with a "W" is **October 28, 2022**. The student **MUST** contact an advisor to complete a course drop. I cannot do it, and it will not happen automatically. If a student does not drop the class and stops coming to class, the student will receive an "F".

### **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."

### **COVID-19**

If you have tested positive for COVID-19, you are encouraged to report your results to [covidaction@utep.edu](mailto:covidaction@utep.edu), so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced. If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for





Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. For more information about the current rates, testing, and vaccinations, please visit [www.epstrong.org](http://www.epstrong.org).

Please follow the link for the latest University policies related to COVID-19:

<https://www.utep.edu/resuming-campus-operations/faqs/faculty-and-staff.html#>

**Campus Carry:**

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.



### Tentative Schedule

Week	Date	Subject	Readings
1	23-Aug	Introduction	Syllabus
	25-Aug	Everyone is a salesperson	Chapter 1
2	30-Aug	Everyone is a salesperson	Chapter 1
	1-Sep	Prospecting and Qualifying	Chapter 2
3	6-Sep	Prospecting and Qualifying	Chapter 2
	8-Sep	Prospecting and Qualifying	Chapter 2
4	13-Sep	Engaging Customers and Developing Relations	Chapter 3
	15-Sep	Engaging Customers and Developing Relations	Chapter 3
5	<b>20-Sep</b>	<b>Exam 1</b>	<b>Ch. 1, 2, 3</b>
	22-Sep	Social Selling	Chapter 4
6	27-Sep	Social Selling	Chapter 4
	29-Sep	Sales-Presentation Strategies	Chapter 5
7	4-Oct	Sales-Presentation Strategies	Chapter 5
	6-Oct	Sales-Presentation Strategies	Chapter 5
8	11-Oct	<b>Exam 2</b>	<b>Ch. 4 and 5</b>
	13-Oct	Solving problems and handling objections	Chapter 6
9	18-Oct	Solving problems and handling objections	Chapter 6
	20-Oct	Negotiating win-win situations	Chapter 7
10	25-Oct	Negotiating win-win situations	Chapter 7
	27-Oct	Negotiating win-win situations	Chapter 7
11	1-Nov	Profitology: Pricing and Analytics in Sales	Chapter 8
	3-Nov	Profitology: Pricing and Analytics in Sales	Chapter 8
12	<b>8-Nov</b>	<b>Exam 3</b>	<b>Ch. 6, 7, 8, exercises</b>
	10-Nov	Tableau - Sales Analytics and Management	Tableau
13	15-Nov	Tableau - Sales Analytics and Management	Tableau
	17-Nov	Tableau - Sales Analytics and Management	Tableau
14	22-Nov	Tableau - Sales Analytics and Management	Tableau
	24-Nov	Thanksgiving Holiday- No Class	
15	29-Nov	Practice Test	Tableau
	<b>1-Dec</b>	<b>Exam 4</b>	<b>Tableau</b>

