



MKT 4305 CRN 10727
Selling and Sales Management

Professor: Dr. Fernando R. Jiménez
Class meetings: COBA 332 **Class Time:** TR 9:00 AM – 10:20 AM
Office: COBA 240 **Office Hours:** TR 10:30 AM – 12:00 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 sales management task 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 the 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 to developing and motivating a sales team.

Grading

| | | |
|-------------------------|----------|----------------------|
| | | A = 450 – 500 pts |
| 4 Exams @ 100 pts each: | 400 pts. | B = 400 – 449 pts. |
| In-class assignments | 50 pts. | C = 350 – 399 pts. |
| Project | 50 pts. | D = 300 – 349 pts |
| | | F = 299 pts. or less |

Required Technology

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

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 that can connect to WiFi with Respondus Lockdown Browser installed. 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.

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

Project: Students will work in teams on a project in collaboration with MountainStar Sports Group (Chihuahuas/Locomotives). Details will be provided separately.

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

Class drop

The last day to drop the class with a "W" is **November 3, 2023**. 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 to another person, taking an examination for another person, any act designed to give an 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."



Tentative Schedule

| Week | Date | Subject | Readings |
|------|---------------|--|-------------------------------|
| 1 | 29-Aug | Introduction | Syllabus |
| | 31-Aug | Everyone is a salesperson | Chapter 1 |
| 2 | 5-Sep | Meeting at Southwest University Park - Project Overview | Chihuahuas |
| | 7-Sep | Everyone is a salesperson | Chapter 1 |
| 3 | 12-Sep | Prospecting and Qualifying | Chapter 2 |
| | 14-Sep | Prospecting and Qualifying | Chapter 2 |
| 4 | 19-Sep | Engaging Customers and Developing Relations | Chapter 3 |
| | 21-Sep | Meet at Career Fair - Don Haskins Center | |
| 5 | 26-Sep | Engaging Customers and Developing Relations | Chapter 3 |
| | 28-Sep | Exam 1 | Ch. 1, 2, 3 |
| 6 | 3-Oct | Social Selling | Chapter 4 |
| | 5-Oct | Social Selling | Chapter 4 |
| 7 | 10-Oct | Sales-Presentation Strategies | Chapter 5 |
| | 12-Oct | Sales-Presentation Strategies | Chapter 5 |
| 8 | 17-Oct | Sales-Presentation Strategies | Chapter 5 |
| | 19-Oct | Chihuahuas Sales Team - Meeting in classroom | Chihuahuas |
| 9 | 24-Oct | Enterprise Holdings - Regional Talent Recruiter | |
| | 26-Oct | Exam 2 | Ch. 4 and 5 |
| 10 | 31-Oct | Solving problems and handling objections | Chapter 6 |
| | 2-Nov | Solving problems and handling objections | Chapter 6 |
| 11 | 7-Nov | Negotiating win-win situations | Chapter 7 |
| | 9-Nov | Negotiating win-win situations | Chapter 7 |
| 12 | 14-Nov | Profitology: Pricing and Analytics in Sales | Chapter 8 |
| | 16-Nov | Profitology: Pricing and Analytics in Sales | Chapter 8 |
| 13 | 21-Nov | Exam 3 | Ch. 6, 7, 8, exercises |
| | 23-Nov | Thanksgiving Holiday- No Class | |
| 14 | 28-Nov | Project - Workshop | |
| | 30-Nov | Final Presentations to Chihuahuas Management Team | Chihuahuas |
| 15 | 5-Dec | Final Exam Review | Ch. 1-8 and Project |
| | 7-Dec | Final Exam | Ch. 1-8 and Project |

