



**MKT 4305 CRN 21620**  
**Selling and Sales Management**

**Professor:** Dr. Fernando R. Jiménez  
**Class meetings:** COBA 312      **Class Time:** MW 1:30 PM – 2:50 PM  
**Office:** COBA 240      **Office Hours:** MW 11:00 AM – 12:00 PM  
**Phone:** 915-747-7724      MW 3:00 PM – 4:00 PM  
**Email:** [frjimenezarevalo@utep.edu](mailto:frjimenezarevalo@utep.edu)  
**TA:** Milton 915-747-5185 BUSN 230 by appointment

**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 to how to develop and motivate a sales team.

**Grading**

4 Exams @ 100 pts each:	400 pts.	A = 450 – 500 pts
In-class assignments	100 pts.	B = 400 – 449 pts.
		C = 350 – 399 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:** 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 that can connect to WiFi and 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 and make-up extra credit assignments will not be graded. Some assignments involve a team effort. Students cannot make up in-class 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 **March 30, 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 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.”

**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	16-Jan	No class	No class
	18-Jan	Introduction	Syllabus
2	23-Jan	Everyone is a salesperson	Chapter 1
	25-Jan	Everyone is a salesperson	Chapter 1
3	30-Jan	Prospecting and Qualifying	Chapter 2
	1-Feb	Prospecting and Qualifying	Chapter 2
4	6-Feb	Prospecting and Qualifying	Chapter 2
	8-Feb	Engaging Customers and Developing Relations	Chapter 3
5	13-Feb	Engaging Customers and Developing Relations	Chapter 3
	<b>15-Feb</b>	<b>Exam 1</b>	<b>Ch. 1, 2, 3</b>
6	20-Feb	Social Selling	Chapter 4
	22-Feb	Social Selling	Chapter 4
7	27-Feb	Sales-Presentation Strategies	Chapter 5
	1-Mar	Sales-Presentation Strategies	Chapter 5
8	6-Mar	Sales-Presentation Strategies	Chapter 5
	8-Mar	<b>Exam 2</b>	<b>Ch. 4 and 5</b>
	13-Mar	Spring Break - No class	No class
	15-Mar	Spring Break - No class	No class
10	20-Mar	Solving problems and handling objections	Chapter 6
	22-Mar	Solving problems and handling objections	Chapter 6
11	27-Mar	Negotiating win-win situations	Chapter 7
	29-Mar	Negotiating win-win situations	Chapter 7
12	3-Apr	Negotiating win-win situations	Chapter 7
	5-Apr	Profitology: Pricing and Analytics in Sales	Chapter 8
13	10-Apr	Profitology: Pricing and Analytics in Sales	Chapter 8
	<b>12-Apr</b>	<b>Exam 3</b>	<b>Ch. 6, 7, 8, exercises</b>
14	17-Apr	Tableau - Sales Analytics and Management	Tableau
	19-Apr	Tableau - Sales Analytics and Management	Tableau
15	24-Apr	Tableau - Sales Analytics and Management	Tableau
	26-Apr	Tableau - Sales Analytics and Management	Tableau
16	1-May	Practice Test	Tableau
	<b>3-May</b>	<b>Exam 4</b>	<b>Tableau</b>

