



**MKT 4305-001 – 24244
Selling and Sales Management
Spring, 2014**

Instructor: Dr. Fernando Jiménez
Time: TR – 9:00 AM – 10:20 AM
Class meetings: COBA 326
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Required Texts: **SELLING: BUILDING PARTNERSHIPS. - 8th edition.**
By: Castleberry, Stephen B., and Tanner Jr., John F. (ISBN #: 9781121223790)
Influence, Robert B. Cialdini. 4th edition Pearson.

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. Complete your field assignments
3. Actively participate in class discussions and exercises

Course Grading:

Students' understanding of the course material will be assessed with four (4) exams, and field assignments. All exams will carry equal weight. Meaningful class participation is expected.





The final grade will be determined as follows:

Exams:	400 pts.	A = 540 pts. – 600 pts.
Assignments:	200 pts.	B = 480 pts. – 539 pts.
		C = 420 pts. – 479 pts.
		D = 360 pts. – 419 pts.
Total Points:	600 pts.	

Sales Assignments:

My teaching philosophy: learn by doing. I believe that the end goal of education is to help people perform better. If students don't translate knowledge into performance, learning has not been accomplished. In this philosophy, the class will be like a training sales course.

Laptop Usage: Laptop usage is permitted *for note taking* only. You can lose this privilege if you misuse it. Be professional.

Attendance:

Class attendance is required and expected. Exam material will be partially based on lectures and guest presentations; 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, you will not become a better sales person.

Expectations of Student Behavior

You are enrolled in a university. You are becoming a highly-educated business professional. Thus, you have to learn how to behave as one. In the business world, there is something called "business etiquette" which is a collection of unwritten rules, customs and traditions regarding professional behavior. Employers, co-workers, and customers will expect you to know and follow these business etiquette rules. Therefore, to train you to behave as a business professional, standard American business etiquette rules will be adopted and strictly enforced during our class meetings.

American Business Etiquette at Meetings

- Be punctual. That means arrive before our meeting starts. Arriving early shows professionalism, time management skills, and respect for your boss, colleagues, clients, and/or customers.
- If you arrive late, you will not be allowed into the classroom. This rule applies for regular class sessions and exams.



- Come prepared. If it was requested for you to read documents, you are expected to be fully prepared to discuss the material. Your boss, your colleagues, and your clients will not tolerate you not doing your homework. Do the readings and the homework before coming to class.
- Bring paper and pencil. Taking notes is a must during meetings. Taking notes allows you to remember what was said in the meeting and helps you remember assignments, deadlines, etc. Also, taking notes shows interest to what the speakers (boss, clients) are saying.
- Don't interrupt a speaker unless he/she has encouraged open discussion.
- Don't talk with your colleagues. Talking is disruptive to other attendees and inconsiderate to the speaker.
- Silent your cell phone. Don't take calls during the meeting. Don't read or reply text messages either. Most devices now record messages. Activate the answering machine and you can check messages after the meeting.
- When you want to ask a question, raise your hand and wait for your turn. If you are confused about a topic that was already explained more than once, hold your question until the end of the meeting.
- Stay calm. Don't do any distracting behaviors (tap your feet, etc.).
- Stay until the completion of the meeting. Unless it is absolutely necessary or you have prior permission, you can leave earlier. Leaving earlier is disruptive to others, rude for the speaker, and you may miss important information. In addition, not staying, when it was your job to stay, signals your responsibility, priorities, and commitment to your job.
- Don't go out of the meeting for the restroom. Use the restroom before or after the meeting. If you are sick (e.g., diarrhea), inform the speaker about your problem before the meeting and sit close to the door.
- Be polite and polished. Don't curse and don't use slang.
- Participate. Be active and show interest. People in the room will get to know you, and most importantly, remember you. Your image and reputation are at stake. You will need recommendation letters at some point!
- Don't pack your things until it has been indicated that the meeting is over. It is rude to start packing up, especially if there was a time set for the meeting and the time has not expired.



Expectations of Instructor Behavior

This is a list of things you should expect from me.

- I will be prepared for class.
- I will honor my office hours and notify students in advance of any changes.
- I will treat my students with dignity, respect, and fairness.
- I will supervise the class dynamics in order to create a learning environment, which includes enforcing the business etiquette.
- I will not change the schedule or exam dates. I will only change the schedule if an emergency occurs and I will notify students via blackboard announcements as soon as I know about the change.
- I will answer student emails in less than 24 hours during business days and by the end of Monday business if the email was sent over the weekend.
- I will make grades available within one week from the exam date.

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 have a disability and need 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 located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

PLEASE TURN OFF OR PLACE ON SILENT MODE ANY CELL PHONES, PAGING DEVICES, PDA'S, etc., DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR, GUEST SPEAKERS AND CLASSMATES.

Class Schedule: See Blackboard.

