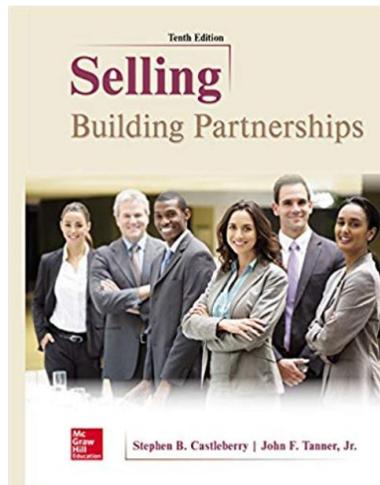




MKT 4305 CRN 22297
Selling & Sales Management, Spring 2021

Instructor: Gabriel Moreno
Online Lectures: T, 11:00 am-12:30 pm MST (optional attendance)
Office Hours: T, 12:30 -2:30 pm or by appointment (BB Collaborate Ultra)
E-mail: Use e-mail capability in Blackboard
(for urgent matters, I can be reached at gmoreno3@utep.edu)
Required Text: *Selling: Building Partnerships, 10th Edition.* Castleberry and Tanner.
ISBN-10 1259573206
ISBN-13 978-1259573200



Front Cover of Textbook required for this course

Course Description:

This online course introduces effective personal selling techniques, details sales rep's functions and duties, and describes sales management's role in staffing, training, and motivating a sales force. At a higher level, this course will help you become a more persuasive person and enable you to offer enhanced value to the people that you regularly interact with (e.g., customers, co-workers, family members, etc.).

What's in for YOU (i.e., the student)?

By the end of the course, you will have acquired the basic skills and knowledge to succeed in the sales role. In the process, you will have come to appreciate the role of the salesperson as the firm's direct, 'in-the-field' marketing representative. You will also understand what a 'good' salesperson is today, and what makes them effective vs. ineffective. As a by-product of the preceding, you should have garnered an enhanced perspective and positive outlook on the selling profession when the course ends.



Online Lectures:

Every Tuesday at 11:00 am, there will be a live online lecture session. Students are encouraged to join the session; however, attendance is not mandatory. These lecture sessions may be subject to change; pertinent information will be provided in advance if changes occur.

Requirements:

1. Diligently read the textbook chapters and any additional material.
2. Actively participate in Blackboard's Discussion Forum.
3. Proactively engage in your own learning—your single most important competitive advantage in the professional business world will be your ability to learn (sometimes it will be your ability to learn faster than others!). Therefore, **take charge of your own learning.**

Course learning objectives

Objective	Outcome	Assessment Tool
1. Know what personal selling is and what it does for business.	To understand the value of personal selling for business strategy	Exams
2. Understand the major stages of the sales process.	To apply and analyze the sales process to enhance business strategy.	Discussion Forum
3. Apply effective selling strategies to improve business decisions and results.	To analyze and evaluate the effectiveness of selling and sales management techniques to enhance value offerings and improve business performance.	Individual Assignments



Course Grading:

Your grade will be determined by your performance on four exams, syllabus quiz, individual assignments, and discussion boards. The final grade will be computed as follows:

Activity	Points
Exam 1	100
Exam 2	100
Exam 3	100
Exam 4	100
Syllabus Quiz	40
Individual Assignments (4)	360
Discussion boards (4)	200
Total	1000

The following scale will be used to assign final grades:

A = 900 – 1000 pts

B = 800 – 899 pts

C = 700 – 799 pts

D = 600 – 699 pts

F = 0 – 599 pts

*****FINAL GRADES ARE NOT NEGOTIABLE*****

Exams:

You will be required to complete four exams. Each exam will include the chapters described in the schedule. The exams will be administered online using Blackboard's LockDown Browser feature. The use of notes is allowed; however, **there will be a time limit of 80 minutes to complete the exam.** Therefore, it is recommended that the student be well-prepared to take the exam to ensure that it is completed in the allotted time.

Syllabus Quiz:

You will be responsible for completing one quiz to assess your understanding of the content presented in the syllabus.

Individual Assignments:

Students will be responsible for completing one individual assignment per module, for a total of four assignments in the semester. Detailed instruction will be provided in the corresponding content folder in the course's Blackboard shell.





Discussion Board:

Students are required to complete three postings in the forum. The first posting should express their educated opinion regarding the topic of discussion (supporting evidence and references are highly encouraged). The second and third postings should be a response to another student's comment. **All three posts are required to be considered eligible for grading. If you fail to complete three posts, your work will not be graded.**

Technology Requirements:

Course content is delivered via the Internet through the Blackboard learning management system (LMS). Ensure that your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. Webcam and a microphone are recommended for live sessions delivered through Blackboard Collaborate. You will need to download or update the following software: Microsoft Office, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained to assist with students' technological needs.

Expectations of Student Behavior

Students are expected to interact in a professional, non-adversarial manner and produce work of utmost academic rigor. There are no shortcuts, easy solutions, and magic involved in any of this work. Do not assume that there will be second chances, re-tries, do-overs, or extra credit work. Be sure to put all your effort into doing things right the first time around. I am quite aware of the fact that this is a learning process, and I will do my best to help you along the way. Independent thinking and a strong work ethic are valued assets of successful businesspeople. Developing and/or enhancing these skills will have a significant and enduring payoff in your careers.



Netiquette (Etiquette for the online class environment):

- Always consider the audience. Remember that members of the class and the instructor will be reading any postings.
- Respect and courtesy must be offered to classmates and to the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When responding to someone else's message, address the ideas, not the person. Post only what anyone would comfortably state in a Face-to-Face situation.
- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on these online spaces is intended for classmates and the professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to request the writer's permission(s).

Class Policies:

- Make an effort to attend every live online lecture.
- Prepare conscientiously before each exam and/or assignment.
- Take notes while reading the book chapters.
- Participate in online discussions.

Academic Integrity (<http://sa.utep.edu/osccr/academic-integrity/>):

Academic dishonesty is not condoned nor tolerated at UTEP.

“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.”



Accommodations Policy:

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 e-mail: cass@utep.edu

Class Drop:

The last day to drop the class with a “W” is Apr. 1, 2021. You MUST see an advisor to complete a course drop. I cannot do it, and it will not be done automatically. If you do not drop the class and stop coming to class, you will get an “F.” Talk to your academic advisor for details.

Check UTEP’s academic calendar for other important dates:

<https://www.utep.edu/student-affairs/registrar/Academic%20Calendars/academic-calendar.html>

CLASS SCHEDULE

A tentative class schedule appears on the next page.

The Faculty Senate recommended the following list of student services:

Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
202 Union West; walk-ins encouraged

Student Health Center: <http://chs.utep.edu/health/>; (915) 747-5624
Many services free to students paid for through student health fee

Center for Accommodations and Support Services: <http://sa.utep.edu/cass>
106 Union East; (915) 747-5148
For disability accommodations

[Student Engagement and Leadership Center:](http://sa.utep.edu/selc) <http://sa.utep.edu/selc>
106 Union West; (915) 747-5670
Includes study space with workstations; family-friendly rooms

Career Center: <http://sa.utep.edu/careers/>; 103 Union West; (915) 747-5640

Minetracker: <https://minetracker.utep.edu/> Events, news, and organizations





TENTATIVE CLASS SCHEDULE (Subject to Change)

The due date for all assignments and/or exams is ALWAYS the corresponding Sunday at 11:59 pm (MST). For example, DB#1 will be available starting Jan. 19, and it is due on Jan. 24 before midnight. **Late work will not be accepted.**

TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION

WEEK	DATE	Assignments/Exams	DESCRIPTION
1	01/19-01/24	Read Ch. 1 & 17 Discussion Board #1	Selling and Salespeople & Managing a Sales Career
2	01/25-01/31	Read Ch. 2 Individual Assignment #1	Ethical & Legal Issues in Selling
3	02/01-02/07	Read Ch. 3	Buying Behavior and the Buying Process
4	02/08-02/14	Read Ch. 4 Exam 1	Communication to Build Partnerships Exam 1: Ch. 1,2,3,4,17
5	02/15-02/21	Spring Break	No Classes
6	02/22-02/28	Read Ch. 16 Discussion Board #2	Managing within Your Company
7	03/01-03/07	Read Ch. 5 Individual Assignment #2	Adaptive Selling
8	03/08-03/14	Read Ch. 6	Prospecting
9	03/15-03/21	Read Ch. 7 & 8 Exam 2	Planning the Sales Call Making the Sales Call Exam 2: Ch. 5,6,7,8, 16
10	03/22-03/28	Read Ch. 9 Discussion Board #3	Presentation
11	03/29-04/04	Read Ch. 10 Individual Assignment #3	Responding to Objections
12	04/05-04/11	Read Ch. 11	Obtaining Commitment
13	04/12-04/18	Read Ch. 12 Exam 3	Negotiation Exam 3: Ch. 9, 10, 11, 12
14	04/19-04/25	Read Ch. 13 Discussion Board #4	Partnering Relationships
15	04/26-05/02	Read Ch. 14 Individual Assignment #4	Long-Term Partnerships
16	05/03-05/09	Read Ch. 15 Exam 4	Managing Your Time & Territory Exam 4: Ch. 13, 14, 15

NOTE: The assignments/Exam shown in **bold** must be submitted by Sunday of the corresponding week before midnight (11:59 pm MST).

