

Mktg 421 – Sales Administration – Spring 2012 Sec. 001 – Mondays 6-9pm – B217

Professor: Brian Sahr Phone: 371-6892 Office Hours: After class or by appointment	Dept. Office: B306 Dept. Phone: 426-3356 Email: briansahr@boisestate.edu
--------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------

TEXT: Required Text: *Management of a Sales Force 12th Edition*-Spiro, Stanton & Rich

COURSE OBJECTIVES

As organizations respond to technology, budget constraints and geographical challenges, the Sales Manager must develop more efficient and effective techniques in hiring, training, motivating and evaluating the sales force. The Sales Manager's success is determined by how well he/she manages the sales force within the organization's strategic plan and ethical standards. The objective of this course is to:

1. To help the student understand the process of selecting, training, motivating and managing a professional sales team. *Assessment:* Exams, Role Plays, and Project
2. To enhance student oral and written communication skills. *Assessment:* Role Play, Class Participation and Project
3. To build student negotiation and persuasion skills. *Assessment:* Role Play and Project
4. To build problem-solving and judgment skills in various sales and sales management situations. *Assessment:* Role Play, Exams & Project

COBE CORE CURRICULUM STUDENT LEARNING GOALS AND OBJECTIVES

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:	
1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:	
<input checked="" type="checkbox"/>	1.7. Legal environment of business
<input checked="" type="checkbox"/>	1.8. Management
<input checked="" type="checkbox"/>	1.9. Marketing
<input checked="" type="checkbox"/>	2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling
<input checked="" type="checkbox"/>	2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
<input checked="" type="checkbox"/>	3. Solve problems, including unstructured problems, related to business and economics
<input checked="" type="checkbox"/>	4. Use effective teamwork and collaboration skills
<input checked="" type="checkbox"/>	5. Resolve ethical issues related to business and economics

GENERAL INFORMATION

1. Each exam will consist of multiple choice questions and may include material from the book, including areas that were not covered in the classroom or from class discussion that was not in the book or guest speakers.
2. The role play sessions are graded primarily on effort and you are not expected to be a great Manager....YET. You will have an opportunity to participate in 2 role play sessions during the semester. Each session will be assessed on a 25 point scale; 1 low 25 high.
3. Details for the semester project and presentation to be discussed the first day of class.
4. Attend class and be on time. Punctuality and dependability are very important for managers to set the example for their salespeople. The schedule is subject to change with guest speakers etc., regular attendance is necessary to stay abreast of changes. An excessive number of absences, late arrivals or early departures will hurt your class participation grade. Blackboard will be used for messages and assignment changes.
5. There are no make-up exams.
6. Your final grade will be determined on the basis of three exam scores, two role play sessions, class participation, quizzes, peer evaluation and one project paper with presentation.

PERFORMANCE MEASURES AND REWARDS

<u>Weight</u>	<u>Points</u>	<u>Item</u>
15%	150	Exam 1
15%	150	Exam 2
15%	150	Exam 3
5%	50	Quizzes
5%	50	Role Play Participation
20%	200	Group Project
10%	100	Peer Evaluation
10%	100	Group Presentation
<u>5%</u>	<u>50</u>	Class Participation
100%	1000	

970-1000	A+
940-969	A
900-939	A-
870-899	B+
840-869	B
800-839	B-
770-799	C+
740-769	C
700-739	C-
670-699	D+
640-669	D
600-639	D-
000-599	F No Sale!

*Extra Credit is worth 30 points and is optional.

- 1.) Write the job description for a job you would like to have.
- 2.) Write an ad or announcement for this same job.
- 3.) Develop the compensation plan for this job.

MK 421 Role Play Assignments

1. Write a job description and an advertisement for a sales position within your own company. You can see examples from sites like Monster and Career Builder.
2. Prepare a set of interview questions for this sales position.
3. One week prior to the role plays you will exchange the job descriptions with other members of your group. This gives the interviewee opportunity to prepare.
4. Students will have a chance to interview for a job as well as be the interviewer.
5. You will be graded on both role plays.

SPECIAL NEEDS

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify me after class or during my office hours.

TESTING POLICY

Term tests are meant to be a fair assessment of your understanding of the material. As not all course material is equally important, you are not required to know all of the material equally well. Consequently, the term tests are designed to test your knowledge at three different levels: 1) recognition, 2) recall, and 3) application. If a term or concept is not that important, you are only responsible for being able to recognize it. For example, in a multiple choice question you will be given a basic definition and then be required to identify the proper term in a list of five alternatives.

For really important concepts, you need to demonstrate a higher level of understanding that suggests ability to not only recall the term or concept but to also apply it. In this case you will be given questions in the form of scenarios and you will have to identify the proper term or concept. These questions are also somewhat subjective and consequently, they are limited in number.

Approximately 60% of all test questions will be at the recognition level. Another 20-30% will be at the recall level and 10-20% will be at the application level. I *rarely* include test questions on material that was not covered in class.

NOTES ON STUDENT BEHAVIOR

Exam and Assignment Policy

There will be no makeup exams or extensions. If an assignment is missed or late, the points will be lost. Everyone must take the final exam. Exceptions to these rules will be made only under *extreme* circumstances.

Group Conduct

All group members are expected to act in a professional manner. That means attending group meetings whenever possible and making alternative arrangements when you cannot meet. Given the current state of technology, there is **no excuse** for poor group participation. If you do not have time to work with your group because of other commitments, then you are taking too many courses and you should consider dropping the class. Other group members should not be expected to carry more than their fair share.

Academic Honesty

Students are expected to do their own work and give appropriate credit for the work of others. If research work is assigned, students must ensure that they do not plagiarize ideas from others. Violators of this policy will be subjected to disciplinary actions, grade penalty, and possible withdrawal from the course. Please see the B.S.U. catalog for further information.

COURSE SCHEDULE

**subject to change as guest speakers will be interspersed with class material*

Date	Topic*	Assignments Due	
23-Jan	Introductions, Sales Force Management	Chapter 1	Project Discussions
30-Jan	Guest Speaker		
6-Feb	Strategic Sales Management & Organization	Chapters 2,4	Assign Groups
13-Feb	Recruiting, Hiring and Training	Chapters 5,6,7	
20-Feb	No Class – Holiday		
27-Feb	Exam #1 Chapters 1,2,4,5,6,7		
5-March	Leadership and Ethics	Chapters 11,17	Role Play 1
12-March	Motivating & Compensation	Chapters 8,9	Role Play 2
19-March	Forecasting and Budgets	Chapters 12	Role Play 3 & 4
26-March	No Class – Spring Break		
2-April	Quotas and Territories	Chapters 13,10	Role Play 5
9-April	Exam #2 Chapters 8, 9,10,11,12,13,17		
16-April	Analysis, Marketing and Profitability	Chapters 14, 15	Role Play 6,7
23-April	Evaluation of the Sales Force & Presentations	Chapter 16	Group Papers Due
30-April	Presentations		Peer Evals Due Extra Credit Due
7-May	Final (Chapters 14, 15, 16 and past chapters)		

**Subject to change*