

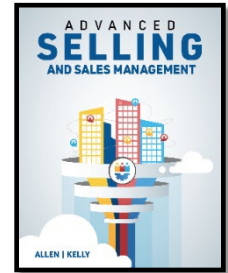
MKTG 450 Personal Selling and Sales Management
MKTG 821 Topics in Marketing Selling and Sales Management
Spring 2023

Instructor: Dr. Lynn M. Murray, Associate Professor of Marketing
Office: Kelce 114
Hours: Mondays, 10-11:30; Tuesdays, 1-4; Wednesdays, 9:30-11:30
You may stop by or [book time with me](#)
Phone: 620.235.4586 (if you leave a message follow-up with email, please)
E-mail: **Use Canvas** for class queries; lmurray@pittstate.edu for all other

Learning Resources

Required:

- Stukent Digital Course Software: Advanced Selling and Sales Management, B.J. Allen and Donald Kelly. ISBN: 978-1-956963-54.
- Sales and Marketing Management subscription: <https://salesandmarketing.com/> (free)



Course Description

A firm's sales force is critical to the success or failure of a firm—it generates a company's revenue by linking the firm to its customers. The sales force is also generally the most expensive part of a firm's marketing process. Here, you'll acquire an understanding of the selling process and the formulation, implementation and control of the sales program. We'll use diverse instructional methods, from lectures to case discussions to projects to guest speakers.

Catalog Description: Study of professional selling practices and philosophies. Provides an introduction to the basic activities of sales management and personal selling skills. Topics covered include training, recruiting, motivation, evaluation and compensation of sales force; time and territory management; personal selling process; sales ethics. Prerequisite: MKTG 330 Principles of Marketing.

Prerequisite courses, skills, and knowledge

To enroll in this course, you must have passed Principles of Marketing – MKTG 330 – or have received a waiver. Skills you will need to succeed in this course include junior level and above writing skills, the technological skills required to use Canvas, and the ability to use word processing, presentation, and spreadsheet software (Microsoft Office, for example).

Course Learning Goals and Objectives

Upon completion of this course, students will have acquired a strategic understanding of the selling process and sales management. Specifically, you will be able to:

- LO 1. Identify the critical elements of the course and how to be successful in the course
- LO 2. Identify and explain key concepts from sales and sales management.
- LO 3. Apply key concepts from sales and sales management.
- LO 4. Recognize the skills required for success in selling.
- LO 5. Recognize career opportunities in sales and sales management.

Teaching Methods

This course is a mix of lecture and experiential learning – after all, Pittsburg State University’s motto is “By Doing, Learn”. You should expect to read the textbook, complete any homework, and participate in class exercises and discussions.

Canvas

Announcements, assignments, and other resources for your use will be posted on Canvas. Many of these will also be announced in class, but not necessarily all—it is your responsibility to regularly check CANVAS for announcements and assignments. If you are having trouble accessing Canvas, contact Gorilla Geeks: geeks@pittstate.edu or 620.235.4600.

Attendance Policy

Learning in this class requires your presence on a regular basis (leaving early or arriving late may count as an absence). I do not distinguish between excused and unexcused absences – you are here or you are not. Your presence is necessary as your classmates will depend on you. *However*, the health and safety of your classmates also depends on you. Please use common sense – if you aren’t feeling well, if you’ve been told to quarantine or isolate, or if you have been exposed to COVID-19 but haven’t been told to isolate or quarantine, **DON’T COME TO CLASS!**

There is always the possibility of us needing to meet remotely – I plan for these to be **synchronous** unless otherwise noted.

Classroom Conduct

I expect you behave as a professional whether working with clients, colleagues, or faculty (including me). This is a time to develop the habits necessary for a successful career.

Communication

Please use the email function in Canvas to contact me regarding the class. I will NOT respond to course related emails through my campus email address! Please ensure the email listed in Canvas is correct.

There are two ways to address me: Dr. Murray or Professor Murray. On a side note, any instructor may be addressed as Professor – it is a good default if you don’t know how to address an instructor.

Preparation

Read the assigned reading – you will have a quiz due online before class begins! These cannot be made up.

Electronic Devices

Unless otherwise specified, NO electronic devices are to be used in class—no laptops, tablets, or phones. I will ask you publicly to turn them off. If I have to repeatedly do so, you will lose points. I particularly abhor texting during class. If you insist upon disregarding this policy, I will do one of the following: fail you on the next exam, drop your final course grade by at least one letter grade, or drop you from the class.

Academic Integrity

Academic honesty is fundamental to the activities and principles of a university. Academic integrity can be boiled down to five words:

YOUR WORK MUST BE YOURS!

Any effort to gain an advantage not given to all students is dishonest regardless of the success or failure of the effort. Following University guidelines (<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>), my response to academic dishonesty will be one of the following:

- ◆ You will fail the assignment;
- ◆ You will fail the class;
- ◆ You will fail the class and your transcript will show an XF, indicating failure due to academic dishonesty.

A statement is attached indicating that you understand this policy regarding academic integrity. You must indicate agreement via Canvas dropbox. If you have not uploaded this appropriately by 1/25/2023, you will be dropped from the course. Additionally, if I suspect wide-spread dishonesty in the course, I will rescind any extra credit provided and any positive adjustment in exams or other homework for the entire class.

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement (<https://www.pittstate.edu/registrar/syllabus-supplement.html>). Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students shall:

- ◆ Refrain from class disturbances.
- ◆ Arrive on time and remain until dismissed at all class sessions and to notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- ◆ Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- ◆ Prepare for and participate in all classes.
- ◆ Treat fellow students, staff, faculty and administrators with respect.
- ◆ Prepare assignments and exams honestly.
- ◆ Avoid plagiarism or unacknowledged appropriation of another's work in any academic work.
- ◆ Refrain from giving or receiving inappropriate assistance.
- ◆ Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
- ◆ Respect University property and use resources in the most effective and efficient manner.
- ◆ Be fair and constructive in the evaluation of faculty.
- ◆ Obey the policies, regulations, and laws of the United States of America, The State of Kansas, The Kansas Board of Regents, Pittsburg State University and the Kelce College of Business.

Other information:

Please see the Syllabus Supplement for this semester on Canvas. You find valuable information in it, including critical dates in the University calendar, information about disabilities, severe weather information, and more.

Course Evaluation

You earn your own grade in this course. While I can empathize with issues you may have in your life and will be happy to help where I can, I cannot in fairness to the class consider these issues in grading. You may appeal grading of an exam or other assignment by providing a reasoned, written appeal (no email). Please appeal only things that are substantive. All appeals must be made within a week after the return of the assignment. Your grade may remain the same, improve, or decline.

Course Components

In ALL assignments, please use Times New Roman font (12 point), with 1” margins. If your assignments are in Calibri or another sans serif font, I will **not** grade them and you will receive **NO** points. The font in this syllabus is Times New Roman.

In-class work (30%)

We will do a significant number of activities during class in which you will practice the lessons from the text. This category also includes a project at the end of the term. These activities may not be made up.

Exams & Chapter Quizzes (40%)

There will be a quiz administered for each chapter. These quizzes are due the night BEFORE class and are administered through our text’s website.

No late submissions will be accepted.

Two exams will be administered – a mid-term and a final.

Chapter Assignments (15%)

For each chapter in the text, you will complete an assignment – a deeper dive into the material. Another purpose is to help you with your professional writing. As a salesperson or a sales manager you will often communicate with customers, employees and employers through your writing. Your writing reflects you and you should practice putting your best foot forward. Writing also helps your speaking skills. Thus, your assignment grades will reflect the quality of your writing – including the clarity of your arguments and discussion as well as mechanics such as spelling, grammar and punctuation.

These assignments will be in memo-format unless otherwise noted. Write with a **non-academic** audience in mind, generally your boss. Writing for this type of audience differs from writing for your professors. Your boss, clients or employees want you to get to the point quickly and clearly. Make it easy for your customers—your audience—to grasp what you are saying.

Project (15%)

A group project will be assigned toward the end of the term. More details will be provided at the time of assignment. Significant class time will be allocated to this assignment and you must be present to earn the points from the project.

Note: *I reserve the right to amend and to reorganize this syllabus at any time.*

| Grading Scale | |
|---------------|--------------------|
| To earn | Minimum Percentage |
| A | 90 |
| B | 80 |
| C | 70 |
| D | 60 |

Please indicate your agreement with these policies in the appropriate Canvas Dropbox by 1/22/2023

POLICY AGREEMENT

Academic Integrity

I have read and understand all policies and procedures outlined in the syllabus for Personal Selling and Sales Management Spring 2023. I assert that ALL work I submit in this course will be MY work, and that examinations will be taken by me and me alone. I agree to abide by the policies of Pittsburg State University and Dr. Murray in regards to academic integrity for this course:

Any effort to gain an advantage not given to all students is **DISHONEST** *regardless of the success or failure of the effort*. Following University guidelines in response to academic dishonesty, I will reward dishonesty with an F for the work, an F for the semester, or an XF (indicating academic dishonesty on a transcript) for the semester. When in doubt about plagiarism, paraphrasing, quoting or collaboration, see me.

Examples of academic dishonesty include (but are not limited to): collaborating on examinations, plagiarism (includes cutting and pasting from multiple websites or publications without properly citing the source), and free-riding on group projects.

Failure to indicate your agreement with these policies on the Canvas assignment dropbox may result in you being dropped from the course.

Attendance

I have read and understand the information in the syllabus regarding missed class periods and the fact that no delineation between excused or unexcused absences will be made. I