COURSE DESCRIPTION

Students will be exposed to the responsibilities of a sales manager and the strategic role of Sales within the organization. The course is designed to teach students how to formulate, implement, and evaluate a sales program. The focus of the course is on the management of a sales program and salespeople. A combination of lectures, cases and class discussions will be utilized. The focus of the course is on the management of a sales program and salespeople, not on personal selling.

COURSE MATERIALS

Required Text:

FINAL GRADE ASSIGNMENT

Class participation/Attendance 10% (5%-5%)
Class Presentation 50%
Midterm 20%
Final 20%

Class Participation: 5% & 5%

You will be expected and encouraged throughout the semester. Participation in class enriches the learning experience for everyone. You are encouraged to ask questions and make comments to enhance the class, within the limits that class size and time allows. Active participation may help your grade. Attendance alone is not considered active participation.

Major Project: Training Video (10 minutes in length) (50%)

The purpose of this project is to enhance your learning and teaching method when it comes to your subordinates. Sales, is a relationship business and also includes many disciplines that are learned. In order to be a good manager you must know the subject matter that you will be using. So in that respect, I want a team of no more than 3 students to create a training video of no more than 15 minutes in length that will teach and enhance your employee’s effectiveness. This can be done using real interviews with
people, who are knowledgeable and experienced in the subject matter that you can use as a validation for your thesis.
For example:
Sales Organization Structure
Developing a workable Sales forecast
Recruiting the Best Sales people
Importance of training your sales force
Motivation/Recognition Programs
Evaluating Sales Force Performance

You will prepare a training manual along with a 10-minute training video to present to the class for their evaluation. You will be judged on originality, creativity, clarity, learning effectiveness and style. Each team will be showing their video in class and explaining the rationale for how and why it was made the way it was presented.

Midterm     20%
Final        20%

The points earned from the tests and assignments will be totaled and compared to the following standard to determine your final grade.

A    =    90-100
B+   =    87-89.99
B    =    80-86.99
C+   =    77-79.99
C    =    70-76.99
D    =    60-69.99
F    = Under 59.99
Marketing (29:360:401)

COURSE SCHEDULE

Week 1  Jan 19/22  Chapter 1  Introduction- Including Syllabus

Week 2  Jan 26/29  Chapter 2  Process of Selling

Week 3  Feb 2/5  Chapter 3  Linking Strategies in Sales Role

Week 4  Feb 9/12  Chapter 4  Organizing the Sales Force

Week 5  Feb 16/19  Chapter 5  Strategic Role of Information

Week 6  Feb 23/26  Chapter 6  Sales Person Performance

Week 7  Mar 2/5  Chapter 7  Motivation

Week 8  Mar 9/12*  *Midterm Exam  Chapter 1-7, Multiple Choice 50 Questions

Week 9  March 14th to March 22th  Spring Break

Week 10  Mar 23/26  Chapter 8/9  Personal characteristics and attributes/Sales Force recruitment

Week 11  Mar/Apr 30/2  Chapter 9/10  Sales Force Recruitment/Sales Force Training

Week 12  Apr 6/9  Chapter 11/12  Sales Training Objectives/Sales force compensation

Week 13  Apr 13/16  Chapter 12/13  Cost Analysis/Evaluating Sales force performance
Week 14  Apr 20/23*  *Final Exam Multiple choice Chapter 8-13  50 questions

Week 15  Apr 27/30*  *Class Project Presentations

Week 16  May 4th  Final review

**Educational Dimensions of the Rutgers University Business School Learning Goals Supported by the Course:**

1) Communication Skills Learning Goal: Students graduating with a BS degree will be able to effectively communicate business concepts orally and in writing. In this course you will be required to present business concepts orally.

2) Critical Thinking Skills Learning Goal: Students graduating with a BS degree will be able to critically evaluate, analyze and interpret information to solve problems and make business decisions. In this course the presentation assignment will require you to review a current article in the business literature and explain which marketing principles, concepts; theories, etc. are reflected within the article.

3) Ethics Learning Goal: Students graduating with a BS degree will be able to understand and evaluate ethical issues and situations to make business decisions. This course will address ethical issues in marketing.

Multicultural and Diversity Learning Goal: Students graduating with a BS degree will develop an awareness and understanding of the cultural issues that impact business operations in a global society.