

**Marketing**  
**Course Number: 33:630:401**  
**Course Title: Sales Management**

## **COURSE GOALS**

- Introduce the world of Sales and how it interacts with Marketing
  - Learn how sales and sales managers think and view the marketplace
  - Offer insight and guidance to career goals of students who would like work in Marketing and Sales (with some emphasis on Hi Tech)
  - Use real world examples of how the Sales and Marketing world operates
  - Improve your writing and Presentation skills! Crucial skills for Sales and Marketing!
  - Course will include a mix of Lectures, cases, articles, guest speakers, student teamwork and presentations.
  - I expect a high level of attendance and participation
  - Read the book to keep up with the class—not all will be from the book
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## **COURSE TOOLS**

- We will be using a textbook as a course guide. This will be a basic part of the course and syllabus.
  - The textbook is the Sales Management by Ingram, et al
  - We will be using the new 10<sup>th</sup> edition for both text and cases
  - Cases assigned will be from the textbook so there is no need to buy separate cases.
  - We will be covering material from the book and other material that I will add to the syllabus via canvas including articles and readings.
  - There will be some articles, guest speakers, and current events from the WSJ and other publications.
  - Automated attendance sign in on Canvas each week. Includes remote classes (this will be discussed).
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## **COURSE MEASUREMENT AND GRADING**

- You will be working on a team with other students (5 students per team). There will be 11 teams for this class. One team of 4.
  - Your team will do 2 presentations during the semester.
  - One will be a case presentation on a short case from the textbook and the other will be a semester project on a sales strategy.
  - you will work with the same team on both to make it easier to coordinate schedules.
  - There will only be one exam for this class. A paper will be due at the end of the term in lieu of a final exam.
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## ACADEMIC INTEGRITY

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## PAPER AND PRESENTATION OUTLINE

- Pick a product , company, or industry you are interested in. B to B or C.
- Explain their go to market strategy and their sales strategy in particular.
- Provide background on the company and product based on public information. Make assumptions where necessary.
- Identify how their sales efforts are structured. Talk about their success or failure/SWOT/Target markets/segmentation.
- Do you agree/disagree with how they go about Marketing and selling their products
- Include a comparison to competition.
- Forecast for the future and suggestions for change.
- Your presentation is a summary of your paper! Paper should be around 10 pages (including attachments)
- Paper due on () -Presentations on () and (). Slides due after you present.
- Present to class.
- Your paper’s grade will be based on the following elements:
- Quality; thoroughness; arguments backed up with information and data not just anecdotal; clarity; organization; consistency.
- Your presentation grade will be based on your presentation skills; your knowledge of the information; passion about the project; proper use of slides and notes; comfort presenting. All team members must present.

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## HOW TO ANALYZE A CASE – YOUR TEAM’S CASE LEADERSHIP

1. Review and Analyze the current situation; Include answers to questions that the case asks you.
2. Identify the key problems...you can incorporate this into the questions and answers.
3. Identify and Evaluate Alternatives
4. Select a course of action that you recommend.
5. Be prepared to explain why you chose the option you did
6. Lead class discussion on the case.
7. I will grade you on a scale for each of the above.

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## CASES TO PICK FROM

- Chapter 3- Cousins Video; National Communication Manufacturing
- Chapter 4-Innovative Packaging; Applegate Insurance
- Chapter 5-In need of a Sales Rep; Old Habits die hard
- Chapter 6- Training program at Soft Glow
- Chapter 7-Good Rest Company; Universal Ventures
- Chapter 8- Central Electrical; Rite-Way Cleaning
- Chapter 9- Affiliated Merchandising; Advance Office Technologies
- Chapter 10- MidCon Steel; Rota-Mold

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## GRADING POLICY

- Your grade will be based on the following components:
- One exam around midpoint ( date to be determined) Short answer Canvas exam. 25%.
- One case presentation by your team. Your team leads the discussion. 25%.
- One project presentation by your team. 40% (paper and presentation/slides) on a sales strategy.
- Attendance and Participation. 10% (your grade cannot be reduced for attendance and participation-only increased if you are on the border between 2 grades). Calculation to uplift from 90% to 100%.

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## COURSE OUTLINE

- classes to focus on chapters 1-3, including short cases; articles
- chapters 4-6 plus articles and possibly guests
- chapters 7,8 plus guest speakers
- chapters 9,10 plus guest speakers
- Classes on () and () for team presentations of project.
- There will be a few classes done electronically live thru Canvas which will meet during regular class time and attendance taken. You will be notified in advance when this will be the case.
- Weekly information on each class and readings. Please check your mail and Canvas.

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7). You may also contact the Office

of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu>.

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]