

# Upper Iowa University Independent Study Program

## BA 315-09 Sales Management

Please read this introduction carefully before starting the course and refer to it for guidance as you proceed through the course.

### **COURSE DESCRIPTION:**

This course provides an introduction to the recruitment, training, motivation, and management of a sales force. Included is an introduction to basic personal selling techniques. Emphasis is placed on sales as an integral element of the promotional mix. Prerequisites: BA 208 and BA 210. Three semester credits.

### **COURSE GOALS/LEARNING OBJECTIVES:**

Upon completion of the Sales Management course, the successful student should be familiar with the following aspects of the subject and should be able to apply them to actual situations encountered in the business world.

1. Apply the principles of sales management (planning, implementing and controlling) as they relate to the sales functions.
2. Explain the interrelationships of sales with other business functions.
3. Determine how the sales management process affects profits, sales volume, cost or other measures of organizational success.
4. Identify strategies for planning, staffing, training, directing and evaluating the sales force.
5. Describe the factors involved in the personal persuasion process.
6. Evaluate the social, legal and ethical issues that affect the sales force.

### **COURSE SKILLS:**

Learners who successfully complete BA 315-09 Sales Management will be expected to:

1. Read critically and write clearly.
2. Understand the difference between the components/factors of external and internal environments that impact the selling function of organizations.
3. Understand the stages in the selling process.

4. Understand how selling has changed over the decades and has arrived at the current emphasis of Customer Relationship Management (CRM).
5. Have a feel for the various organizational structures that will best enable a firm to maximize results of their sales organization.
6. Recognize the various options available to the sales manager to motivate their sales force.
7. Search out those ideal characteristics that describe the ideal candidate when recruiting for salespeople.
8. Understand the various compensation options available to salespeople.
9. Be somewhat familiar with the various financial metrics used to evaluate the effectiveness of the sales organization as well as individual salespeople.

**REQUIRED COURSE MATERIALS:**

1. *Sales Force Management* 9<sup>th</sup> ed. Mark W. Johnston and Greg W. Marshall. McGraw-Hill Irwin: Boston, 2009
2. Syllabus

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: [www.uiu.edu](http://www.uiu.edu). Click on the link for current students then select "order textbooks" from the options in the left hand column. Follow the links and when you get to the "Select Campus" screen, select "Independent Study" as your campus.

**WRITING PROFICIENCY:**

All papers and research are to be completed via APA style. I expect appropriate writing skills of proper grammar, punctuation, sentence structure, paragraph development, and logical sequence of thought in all written work, and exams.

It is also recommended that all students purchase the *Publication Manual of the American Psychological Association* (APA Manual) listed on the UIU website for \$28.00 new.

**CITATION:**

Encyclopedias of any kind, including the very popular Wikipedia, are not primary sources and should not be cited or used in constructing academic papers at the graduate or undergraduate level. They can, however, be useful to help gather some background information and to point the way to more reliable sources.

## **COURSE OVERVIEW:**

The selected text is well written, easy to understand, and mostly self-explanatory. The course consists of four study units, a proctored midterm exam covering the first two units, and a final exam covering only the remaining two units. Each of the units will include a reading assignment, multiple choice questions, five discussion questions requiring short written answers, and a case study. Unit 4 will include a research paper rather than a case study. The midterm and final exams will include multiple choice and short answer questions only.

<b>Unit</b>	<b>Unit Description</b>	<b>Chapters</b>
1	Introduction to Sales Management & Formulation of a Sales Program Case study: "Rising Action Bakery and Power Flour, LLC," pgs. 66-67	1-3
2	Formulation of a Sales Program (cont.) & Implementation of the Sales Program Case study: "Land Escape Vacation Club," pgs. 255-256	4-7
<b>Midterm Exam Chapters 1-7</b>		
3	Implementation of the Sales Program (cont.) Case study: "Fletcher Ball Bearings," pgs. 340-341	8-11
4	Evaluation and Control of the Sales Program Research Paper	12-13

### **Final Exam Chapters 8-13**

**I do accept – and encourage – assignments sent to me via e-mail as an attachment(s).** If you would like me to e-mail you the Excel file that has all of the answer sheet forms so that you can highlight the specific box via a different color font – or fill it in with yellow – just send me an e-mail and I will e-mail you the file that has the answer sheet forms for all 4 units.

If sending me your assignments via e-mail – please note the course number and unit number in the subject line of your e-mail - example: **BA 315-09 Unit 1**. I will accept – **but do not prefer** – PDF attachments (documents you scan in) as I cannot go in and make notations on a PDF file as to which problems you answered incorrectly.

The best approach to this course is to **read the assigned chapter** in the textbook, **answer the multiple-choice questions** and then address the **short discussion questions**. Responses to the short discussion questions should be typewritten unless you have no access to a word processor. Emphasis should be placed on the quality of the answers and not on the length. Be concise, yet complete in your response. Generally, one or two paragraphs will be sufficient.

The **case studies** will allow you to apply the theories and principles of sales management you have learned to actual situations which have taken place in a variety of organizational settings. All the questions which are posed at the end of the case should be addressed in your narrative but you need to provide much more than just an answer. The case studies require thought and analysis and I will be looking for your ideas and the benefit of your experiences. One to two typewritten pages will generally allow you to cover the required material.

The **research paper** is part of unit 4 (only two chapters assigned to read in unit 4 and no case study assigned). You will select a research paper topic from a list of 10 different topic options (the list is included under unit 4 assignments) available to you.

In regard to the construction/format of your paper, your paper will be constructed as follows:

- Written and cited per APA format (see Appendix A for example)
- Include a cover page (see Appendix B for example)
- Include a table of contents page (see Appendix C for example)
- Body of the paper must be typed (or neatly written if you do not have access to a computer), double spaced (**do not include an additional double space between paragraphs – your first sentence line indentation provides the necessary distinction between paragraphs**), page number at bottom right hand corner, and be between **5-7 pages** in length (not including the cover page, table of contents, and reference page)
- Include a minimum of **three** references/sources (you can – and should – use your textbook as one reference) and complete the References page(s) (see Appendix D for example) which is not listed on the Table of Contents (in other words – do not list "References" as a section on your Table of Contents page)
- Maximum font size is 12
- Be free of errors (spelling, grammar, punctuation, etc.)

Your research paper is worth **100 points** or **9.2%** of your total course grade! The paper will be graded as follows:

- Following required format and APA style – **15 points**
- Body of paper (your findings, your research, the flow of your paper, and **most importantly**, your interpretation/conclusion on the topic you selected – keep in mind that this is a sales course – so sell me on your findings/interpretation!) – **70 points**
- References/sources and proper citation (strongly recommend that you refer to the Appendixes listed at the end of this syllabus and your APA Manual – or utilize APA Manual links on the Internet) – **15 points**

In all your written work (short discussion questions, case studies, and research paper), it is important to remember that you will be evaluated on the extent to which the answers adhere to the accepted principles of proper English expression (i.e. grammar, word usage, spelling and punctuation) as well as the clear organization of ideas.

## **EXAMINATION INFORMATION:**

You should begin studying for the examinations as you complete each unit. Upon nearing the completion of the first two units, you should request that the midterm exam be mailed to your approved proctor (be sure to request it **three weeks in advance**). The midterm exam will contain **100** multiple choice questions and **5** “short discussion” questions similar to those you have completed in your lessons. There will be no case studies on the exam. You can use your corrected lessons to prepare for the exam. **I have provided "study guides" later on in this syllabus to further help you prepare for the midterm and final exams.** I have found that those students who utilize my study guides generally do exceptionally well on the exams (hint, hint – nudge, nudge).

After completing the rest of the course you will request that the final exam be mailed to your approved proctor. It will be similar to the midterm but will cover only the second half of the course (units 3 and 4 only). The final exam will contain **90** multiple choice questions and **5** “short discussion” questions similar to those you have completed in your lessons. **No notes, books, or other materials are allowed when taking the proctored exams.** The exams are not easy but if you have properly prepared the previous assignments and have studied the material in a timely and efficient manner, you should not suffer undue stress or hardship.

**NOTE:** In order to pass this course, you must get a passing grade (“D” or better), on at least one of the exams and have enough cumulative points to earn a passing grade.

## **COMPOSITION OF GRADE:**

**Unit 1 consists of the following:**

<b>Assignment</b>	<b>Quantity</b>	<b>Points Possible</b>
Multiple Choice Questions	50	<b>50</b>
Short Discussion Questions	5	<b>25</b>
Case Study	1	<b>25</b>
<b>TOTAL</b>		<b>100</b>

**Unit 2 consists of the following:**

<b>Assignment</b>	<b>Quantity</b>	<b>Points Possible</b>
Multiple Choice Questions	75	<b>75</b>
Short Discussion Questions	5	<b>25</b>
Case Study	1	<b>25</b>
<b>TOTAL</b>		<b>125</b>

***MID-TERM EXAM: 300 points possible***

**Unit 3 consists of the following:**

<b>Assignment</b>	<b>Quantity</b>	<b>Points Possible</b>
Multiple Choice Questions	75	<b>75</b>

Short Discussion Questions	5	25
Case Study	1	25
<b>TOTAL</b>		<b>125</b>

Unit 4 consists of the following:

Assignment	Quantity	Points Possible
Multiple Choice Questions	40	40
Short Discussion Questions	5	25
Sales proposal	1	100
<b>TOTAL</b>		<b>165</b>

*FINAL EXAM: 280 points possible*

### **POINTS ALLOCATION:**

Activity	Total Points	Percent of Total
Multiple Choice Questions	240	21.9%
Short Discussion Questions	100	9.2%
Case Studies	75	6.8%
Research Paper	100	9.2%
Exams	580	52.9%
<b>TOTAL</b>	<b>1,095</b>	<b>100%</b>

Upper Iowa University uses a standard grading system: A, B, C, D, and F will be followed.

Percent/Grade	Total Points Earned
90 – 100% = A	980-1,095
80 – 89% = B	870-979
70 – 79% = C	761-869
60 – 69% = D	651-760
≤59% = F	≤650

### **UPPER IOWA UNIVERSITY USES A STANDARD GRADING SYSTEM:**

**A** = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

**B** = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

**C** = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

**D** = Quality and quantity written and oral work is below average and barely acceptable.

**F** = Quality and quantity written and oral work is unacceptable.

## **CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:**

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender's own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students' work or allowing others to copy your work,
- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person's work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.
- obtaining and using texts intended for instructor use only.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service.

Cheating, academic dishonesty and plagiarism infractions are tracked by the Dean of the Extended University, and cumulative evidence collected from multiple incidents will be considered when making suspension or dismissal decisions.

Extended University Catalog 2008/09 page 98.

[http://www.uui.edu/catalogs/eu/policies\\_1.html#conduct](http://www.uui.edu/catalogs/eu/policies_1.html#conduct)

## **ATTENDANCE:**

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by

deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

### **LIBRARY RESOURCES**

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. Go to: [www.uiu.edu](http://www.uiu.edu) and click on the Library option located on the left side of the home page. If you would like to use InfoTrac, please contact the UIU Library staff at [library@uiu.edu](mailto:library@uiu.edu).

### **WITHDRAWAL**

If you wish to withdraw prior to the last day of the enrollment period you must contact the External Degree office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

### **SPECIAL NEEDS**

If you require accommodation for special needs, please provide documentation to: Academic Advising Coordinator.

**This syllabus is tentative and subject to change.**