

Course Number and Title: **MKTG 4805/5805 – Sales Management**

Prerequisite: Enrollment requires compliance with the College of Business Upper Division Admission Policy (p. 403) and completion of listed prerequisites or consent of department chairman.

Instructor: Dr. Jim Burton, Office: Miller Hall 2308; Telephone 678/839-5023; **Cell 678/378-0384.**

Office Hours: None; however, you can call or email me within CourseDen to schedule a meeting time.

Objective and Scope: The central purpose of this course is to acquaint the student with the theoretical, analytical, and practical framework in which sales management occurs, especially in leadership terms.

Class Type: This is an **Online** class. Approximately 95% will be online, except for the Final Exam.

Email: Please use **D2L email for all course correspondence**, and I will respond within 24 hours. My UWG and home emails should be used in emergencies only. I will NOT respond to course related questions sent to my UWG or home emails. In case of an emergency, call me on my cell phone if needed, 678.378.0384.

Class Goals:

- a. To learn more about the **principles of sales management** from the text & quizzes (BBA 1, 2, 3).
- b. To learn more about decision-making and leadership from two cases. (BBA 2).
- c. To learn more about **job opportunities** in sales and sales management (BBA 5, 6).

Methods of Instruction: The course is designed as independent study online and Internet format with opportunities for Web discussions. The student is assigned specific readings from the textbook and collateral materials with regular Web quizzes on the material.

Required Text: Ingram, LaForge, Avila, Schwegler & Williams, SALES MANAGEMENT ANALYSIS and DECISION MAKING, 9th Edition, Routledge, 2015.

Suggested Reading-Required of Graduate Students: Stephen R. Covey, PRINCIPLE-CENTERED LEADERSHIP, Fireside, 1991, used from \$5.85 at Amazon.com.

Examinations: There will be online quizzes for each chapter module, an online midterm exam, and an **in-class final exam**. The final exam will be COMPREHENSIVE and given on **Monday, July 23 at 5:30 P.M. in Miller Hall 2213.**

Grading: Each undergraduate student is evaluated on chapter quizzes (25%), midterm exam (25%), two cases (10%), leadership report (5%) and a comprehensive final examination (35%). Each graduate student is evaluated on chapter quizzes (25%), midterm exam (25%), two cases (10%), leadership report (10%) and a comprehensive final examination (30%). Telephone inquiries concerning grades cannot be accepted, and grades are posted on Banweb. **Cheating in any form will result in failure and other consequences.** Students are required to take quizzes and exams at the time the quiz or exam is given. Anyone who fails to complete a quiz or attend an exam on time will be given a ZERO for that exam or quiz unless the student is excused and arrangements are made to make up the exam in advance of the announced date of the quiz and/or exam.

Attendance Policy: All students registered for the course are expected to **attend the Final Exam in person on Monday, July 23 at 5:30 P.M. in Miller Hall 2213.**

Make-up Exams: No make-up exams are permitted.

CHEATING: Academic dishonesty on any exam or assignment will result in a zero grade, an F for the course, a note recording the incident on the student's permanent record, and the student reported to the Vice-President of Student Services for appropriate disciplinary action by the University. Students not familiar with what constitutes academic dishonesty or those unfamiliar with the appeals procedures regarding academic dishonesty should refer to the [Uncatalog Appendix A](#) and [Appendix J](#), respectively.

DISRUPTIVE BEHAVIOR: Respectful behavior is expected online at all times. Please review the CORE RULES FOR NETIQUETTE: <http://www.albion.com/netiquette/corerules.html>

ONLINE EXAMS: The course Final Exam will be administered at the UWG Carrollton campus free of charge. *Date and time are published above and below.* Alternatively, students can choose to take the exam at an approved off-campus testing site (for a fee paid to that site, fees may vary anywhere from \$10 to \$50 or higher). All off-campus testing requires both the professor's approval and a minimum of a **two-week prior notice** to coordinate. Please see this link for additional information: <http://uwgonline.westga.edu/exams.php#student>.

Disclaimer: The course plan and the course outline are a general plan for the course; deviations may be necessary. Please **CHECK YOUR CLASS EMAIL AND ANNOUNCEMENTS DAILY.**

The last day to withdraw with a W (if passing) is Tuesday, July 10.

<u>Date</u>	<u>Subject</u>	<u>Source</u>
6/27	Syllabus Quiz	
6/28	Changing World of Sales Management	Module 1
6/29	Personal Selling	Module 2
7/2	Sales Careers	Online Discussion
7/3	Organizational Strategies & Sales Function	Module 3
7/4	Independence Day Holiday	
7/4	Sales Organization Structure & Deployment	Module 4
	Assign Case 1- Hospital Supply	
7/5	Developing Forecasts	Appendix 4
7/6	Recruitment & Selection	Module 5
7/9	Mid-term Exam Online (Modules 1-5) 5:30 pm – 7:30 pm	
7/10	Last day to withdraw	
7/10	Case 1- Hospital Supply DUE	
7/11	Sales Training	Module 6
7/12	Leadership & Supervision	Module 7
7/13	Motivation & Rewards	Module 8
	Assign Case 2- Romano Pitesti	
7/16	Evaluating Effectiveness of the Organization	Module 9
7/17	Case 2 – Romano Pitesti DUE	
7/18	Evaluating the Performance of Sales People	Module 10
7/19	Principle-Centered Leadership, Stephen Covey	
7/20	Leadership Report Due by 11:30 pm	
7/23	Final Exam in person Monday at 5:30 P.M. in Miller Hall 2213	