

Syllabus

MGMT 153 (Online) **Sales Management**

This syllabus serves as your guide to this course and outlines what is expected of you. Therefore, you are responsible for knowing its contents and asking questions if you need clarification using the designated channel for course communication. To start, scroll through the document or click the sections below using the table of contents.

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**Your professor always reserves the right to make changes to the syllabus, including due dates and test dates when unforeseen circumstances occur. These changes will be announced as early as possible so that students can adjust their schedules.*

Contact Information

Professor | Kevin Bradford

Bio | [Faculty Biography](#)

Email | kdbradfo@uci.edu

Zoom ID | [Insert custom Zoom ID link]

Teaching Assistant | [Insert name]

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General Contact Procedures

Communication facilitates learning and open communication on topics covered in this course will be key to reaching the key learning goals for this course. The preferred method for all communication is through Canvas. My typical response time is within 24 hours Monday - Friday in Canvas. Questions should be routed to the Q&A discussion forum in Canvas. Please email me only if your inquiry is personal in nature. If you would like to set up a ZOOM meeting, please contact me 48 hours in advance to schedule a day and time.

Virtual Office Hours

Virtual office hours will be convened on Wednesday from 12:00 pm until 4:00 pm by appointment only. This is for questions clarifying course materials and administrative aspects of the course. Please connect via the general contact procedures mentioned above. In the virtual office hours review of quizzes and feedback from the cases will occur and these will be conducted via ZOOM.

Online Communication Channels

Specific information about the functionality of Canvas and other tools used for communication and Q&A in this course will be introduced in detail in your Canvas course space. Questions about the content of the course are directed to the teaching assistant. If there are technical questions about the programs, canvas, etc. please direct them to the Q&A forum in Canvas.

Course Description

This course is a marketing elective designed for undergraduate business students interested in learning more about professional sales force management and personal selling by firms engaged in business-to-business and consumer goods/services marketing.

Learning Outcomes

Course Learning Outcomes

Our aim for this course is to achieve the following learning outcomes. Learning mastery will be achieved if, at the end of this course, you are able to:

1. Articulate and understand the advantages of the personal selling career.
2. Apply and illustrate a sales call as well as identify situations where personal selling skills are necessary and useful.
3. Describe the general types of customers and the customer's processes used in business to business situations.
4. Discern and understand the importance of the roles of the buying center within the customer buying process and evaluate how to be more effective with each member and understand their motivations for buying.
5. Explain the challenges of the sales manager as it pertains to organizing and developing a sales force.
6. Describe the concepts associated with determining the number of salespeople necessary to cover customers and performing the analyses necessary to determine the number of salespeople necessary for appropriate salesperson coverage.
7. Explain the concepts associated with estimating the demand and forecasts for a salesforce.
8. Explain the key aspects of the model of salesperson performance.
9. Explain the role of motivation for sales managers and describe a key salesperson motivation model.
10. Describe key challenges associated with the fundamentals of compensating salespeople.
11. Explain the Key Ethical and Legal Aspects of Selling and Sales Management.
12. Describe the key challenges for the Sales manager with sales training.
13. Describe the key challenges and processes associated with recruiting and selecting salespeople.
14. Describe key challenges associated with evaluating salespeople.
15. Describe the key customer relationship management software that assists in the management of the sales force using data and data management.

Program Learning Outcomes

The Paul Merage School of Business has indicated specific program learning outcomes to promote your holistic ability for diverse learning that harnesses meaningful knowledge, skills, and attitudes that will prepare you for practical field application.

1. Digital Transformation

In a digitally-driven world, technology not only increases a company's efficiency but also dramatically shifts the business landscape that the company faces, changing the resources and processes required for a company to effectively compete. At the end of this program, students will be able to demonstrate aptitude in recognizing technologies driving the digital transformation as well as the significant impact on the industry, the company and their future role as managers. Students will also be able to identify the rapidly changing environment and the unique management issues that arise from it.

2. Analytical Decision Making

In a digitally-driven world, companies collect large amounts of data that can be used to make informed decisions. At the end of this program, students will be able to analyze this data and demonstrate how to use this analysis to make effective decisions in this dynamic environment.

3. Critical Thinking

In a digitally-driven world, it is not only important to evaluate open-ended problems in a rigorous way it is also critical to be aware of the biases in that evaluation. At the end of this program, students will discover how to ask the appropriate questions to determine the type of analysis necessary for the problem. Students will also be able to critically analyze other's claims, demonstrate awareness and address the inherent cognitive biases in a company's view and processes, and those in the data that the company collects.

4. Collaboration

In a digitally-driven world, both intra-company and inter-company boundaries are often blurred, as cross-functional teams and alliances offer much-needed flexibility for companies. At the end of this program, students will be able to successfully participate in and manage diverse teams to collaborate on complex analyses, critical decisions, and developing effective strategies to compete in this rapidly moving environment.

Course Access and Structure

Are You Ready to Learn Online?

Digital learning (online, hybrid) is not for everyone; some people may not be able to manage a course that does not meet 100% of the time in a face-to-face format. Digital learning requires detailed planning and self-pacing to be successful. This course will be covering the same amount of content as a traditional offering, so it is highly recommended that you treat this course the same and manage your time accordingly. Please do not skip or delay weeks of learning and expect to excel or catch up easily.

Online Course Access

1. Navigate to UC Online at canvas.merage.uci.edu (bookmark this page)

2. Log in using your UCINetID credentials
3. Find this course on your Canvas Dashboard
4. Find your course tile, and click to access
5. Start with the get started resources inside the Canvas course space.

Online Course Structure

Delivery Modality

The instruction will be provided through a mix of online content and videos provided to students. The content online provides notes, assessments, and videos to support the aims of the course. Students must actively engage and interact with the online content to reach the goals set forth for the course.

Online Course Design

Explain how many weeks is the course? How is it organized (i.e. 10, 1-week Canvas modules)?

What is the consistent pattern used in the course design (i.e. new modules start on Mondays, assignments are due on Sundays at 11:59 pm)?

Course Materials, Resources, and Tools

If course materials are available for order from the Bookstore or another service, include the link or point students to Canvas to get the link.

Required Materials

Text/Readings

There is no textbook for this course. All materials except for the Harvard Business Review are available in the course site on Canvas.

There are two cases required to be purchases for this course. The URL to find the cases and the cost information is as follows:

- Two Harvard Business Review Case
 - Each case costs \$4.25 or \$8.50 for the course packet.
 - The link is: <https://hbsp.harvard.edu/import/891700>

Resources

Business Library and VPN

In this program, you are expected to know how to use the library's resources. If you are not familiar with using the library, please ask for assistance from the business librarian or, take workshops provided by the library by visiting the [library's business website](#). We also recommend you review the [online orientation module](#) that introduces students to the UCI Libraries.

Please note, VPN is required to access the library resources from off-campus. Review the FAQ document on how to connect: [Connecting to the Library from Off-Campus](#).

Required Tools for Learning

Detailed information and support for the functionality of Canvas and any other tools we will use for this course for communication, assignments, assessments, etc. will be introduced in detail in the Canvas course space.

Tech Requirement Policies and Support

Overarching Tech Requirements

Digital courses require specific technical skills and device configurations. Carefully review the technology requirement policies and contact your program office or Merage Tech at <https://fixit.merage.uci.edu/> if you have questions.

- [Technology requirement policies](#)

Course Tech Requirements

If there are any specific technical requirements at the course-level, information and necessary directive will be provided in your Canvas course space.

Tech Support

If you have technical problems:

1. Clear your browser's cache
2. Try a different browser (Chrome, Firefox, Safari)
3. Shutdown and restart your computer
4. If your problems persist, click the HELP button in Canvas for technical support.
5. You may also visit <https://fixit.merage.uci.edu/> (Sign in with UCINetID required).

Overarching Policies and Course Policies

Overarching Policies

A specific set of policies apply to each student taking an online or hybrid course or series of courses. The overarching policies outline the terms of engagement each student should abide by. Carefully review and reference regularly the policies as you are responsible for knowing them in relation to each of your courses you take in a digital format.

- [Overarching policies](#)

Course Policies

These specific policies are specific to this course.

- Only those students enrolled in this class are allowed to interact with the materials associated with this class unless arrangements are made with the instructor.
- On occasion, additional material will be assigned and/or distributed. Additionally, important course announcements (e.g., changes in the syllabus, etc.) and various suggestions and hints will be communicated. Please check course communication and correspondence often.
- No late work will be accepted. If you know you must miss a class, you may always turn an assignment in early.
- All assignments must be typed.
- Online courses create an open and mature learning environment. Please respect the University of California, Irvine policies for cheating and student integrity.
- If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as we have outlined it or which will require academic accommodations, please notify me during the first of the course and I will strive to accommodate you.

Course Grading and Assessment

Grading Breakdown

ASSIGNMENT TYPE	How Many	Each Worth	Total Contribution to Grade	% OF FINAL GRADE
Case Analyses (Group)	Two	15 Points	30%	30%
Final Exam	One	30 Points	30%	30%
Quizzes (Reading Comprehension and Ability)	Four	40 Points	40%	40%
TOTAL				100%

Assignment Types

Midterm Exams

There will be one midterm exam. The midterm exam will test your knowledge of the textbook, lecture,

and class discussion materials. The format of the mid-term exams will be multiple choice and true/false types of questions. The mid-term exams will be designed to take about 45 to 75 minutes.

Quizzes (Reading Comprehension and Ability)

There are three quizzes that assess your comprehension of the readings and that keep you up to date with the material associated with the course. The format of Reading Comprehension and Ability Quizzes will be multiple choice and true/false types of questions. The Reading Comprehension and Ability Quizzes will be designed to take about 20 to 35 minutes.

Case Analyses

The case analysis deals with a topic area that provokes discussion amongst group members and relates directly to important topics in professional selling, sales management, and executive issues dealing with the sales force. The case study is relevant and will prove to be insightful to the career of a professional salesperson or sales manager. Instructions for this assignment are embedded in this syllabus along with the questions for the assignment. The case study is a group assignment.

Final Exam

The final examination will cover important topics in the course for modules three through ten. This exam will be given in an online format during the allocated final examination time.

Grading Scale

Grades will be assigned using the +/- system. The following is the grading scale for this course:

Letter Grade	Score
A	97-100
A	94-96
A-	90-93
B+	87-89
B	84-86
B-	80-83

C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
F	Below 60

Online Submissions

There is one written assignment and it will be submitted via Canvas. For due dates, always reference the Canvas course space and your Canvas calendar for specific deliverable days and times.

Grading Cycle and Feedback

There is a case assignment, a few end of chapter type quizzes, and two exams for this course. The grades for these assignments will be provided through Canvas. Learn how to [check your grades in Canvas](#).

Late Assignments

As referenced in the course policies no late work will be accepted. If you know you must miss a class, you may always turn an assignment in early.

Incomplete Grades

Incompletes are not considered, no exceptions. You will get a grade for the course.

Course Schedule Overview

Your detailed schedule, deliverables, and corresponding due dates can be found in the Canvas course space. The schedule below provides a high-level overview of what you can expect throughout the quarter.

Week	Topics	Assignments/Activities	Turn In Deliverables
WEEK 00	Get Started	Course Orientation Introduction to the course	Academic Integrity Pledge Pre-Course Assignments
WEEK 01 Module One	<ul style="list-style-type: none"> - The description and importance of the personal selling function in the business to business market. - The selling process - The importance of relationships in selling. - The sales career 		
WEEK 02 Module Two	<ul style="list-style-type: none"> - Challenges for the salesperson in organizational buying. - Types of Business to Business customers 	Reading Comprehension and Ability Quizzes over modules one and two.	
WEEK 03 Module Three	<ul style="list-style-type: none"> - Introduction to Sales Management - Organizing the sales force - Selling agents versus hiring salespeople - Organizing for large customers 	Lawford Electric Company Case (Group Assignment)	
WEEK 04 Module Four	<ul style="list-style-type: none"> - Importance of Sales - Forecasting to the firm - Sales Forecasting methods - Estimation of demand - Estimating the - Number of salespeople needed 		
WEEK 05 Module Five	<ul style="list-style-type: none"> - Ethical and Legal aspects of selling and sales management - Salespeople dealing with customers - Salespeople dealing with colleagues - Sales managers dealing with 	Reading Comprehension and Ability Quizzes over modules three and four	

	<p>employees/salespeople</p> <ul style="list-style-type: none"> - Salespeople dealing with sales management and the firm 		
WEEK 06 Module Six	<ul style="list-style-type: none"> - Model of salesperson performance - Motivating the sales force - Model of motivation <p>Motivating salespeople over the lifecycle of their careers</p>	Reading Comprehension and Ability Quizzes over modules five and six.	
WEEK 07 Module Seven	<ul style="list-style-type: none"> - The role of compensation in the selling organization - The importance of compensating salespeople effectively - Compensation methods and tools - Challenges of compensating salespeople 	I.M.A.G.E. International Case (Group Assignment)	
WEEK 08 Module Eight	<ul style="list-style-type: none"> - Training Salespeople - Challenges associated with developing sales training programs - Evaluating sales training 		
WEEK 09 Module Nine	<ul style="list-style-type: none"> - The importance of recruiting and selecting good salespeople - The recruiting and selection process 	Reading Comprehension and Ability Quizzes over modules seven and eight.	
WEEK 10 Module Ten	<ul style="list-style-type: none"> - The importance of evaluating salespeople to the firm - The tools for evaluating salespeople 		
FINALS WEEK		Final Examination over modules three through ten	Final Examination over modules three through ten

