



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK 343 Sales Management

Semester 1/2013 (August 13 – November 30, 2013)

Number of credits:	3 credits
Lecture Time:	Mondays, 9 AM to noon
Lecture Venue:	303, 3 rd floor, Faculty of Economics, Thammasat University, Tha Prachan campus
Instructor:	Dr. Nichaya (Nan) Suntornpithug Email : suntornn@ipfw.edu (include TU_ MK343=yourname and subject of the message in the subject line) Office hours : By appointment Course Website : http://be-moodle.econ.tu.ac.th

Course Description

A study of modern sales management. This course provides new concept of sales management that requires the external information for situation analysis in order to discover the opportunities, threats, strengths and weaknesses to satisfy customers. Also emphasized are the uses of quantitative and qualitative information. The course also covers building sales team and effective sales management.

Course Prerequisites: MK202

LEARNING OUTCOMES

In this course you will learn the principles and theory of personal selling. Upon completion of the course, you will have a working knowledge of the personal selling discipline such that you will be able to describe, define, and identify personal selling principles. You will also be able to demonstrate and apply personal selling tools and skills. In addition, you will be able to assess and choose appropriate personal selling efforts in a variety of sales situations.

COURSE METHODS

This course will be conducted through the use of reading, lectures, discussion, case analysis, activities, individual research papers, and short team presentations. Class discussions and activities will provide a forum for sharing ideas. I believe we learn and enjoy more through interaction and active participation. My hope is to develop students' understanding and ability to apply the information learned during the course. You are expected to take significant responsibility for your own learning and to facilitate positive learning experiences for and with your classmates.

COURSE REQUIREMENTS

Testing Format

Each student is required to take one final exam. The exam will be based on the textbook, lectures, cases, exercises, and in-class discussions. The exam will consist of essay questions.

Individual Research Papers

Each individual research paper gives you the opportunity to take what you are learning in this course and use it to think critically about authentic, real-life situations. You will confirm the truth of what you are learning and hopefully come to understand how the concepts, theories, and principles of this course might help improve the practices and outcomes that you will observe. It is also possible that your research will cause you to question what you are learning, which is also desirable.

In completing the paper, address the requirements of the assignment. At the same time, try to integrate pertinent material from the text, class lectures, your own experience, other business courses, and your outside reading. Use this as an opportunity to integrate what you have learned in the course with what you learned from doing the paper.

Each individual research paper should be no longer than one page, 12 point Times New Roman, single spaced. A well-written paper that is approximately 500-750 words will probably be what you should aim for. Your writing should be complete and thorough, concise, and free of grammar errors. Your paper should be word processed (Microsoft Word is preferred). Put a heading on your paper that includes your full name, the title of the assignment, and the date. Please name your paper as <yourlastname><first initial>_paper<papernumber>. For example, student John Smith would name his first paper "smithJ_paper1".

Please submit a hard copy of your individual research papers as well as an electronic copy via an email by 9:00 a.m. on the day when they are due.

Individual Research Paper #1

Submit a one-page paper. Interview a Sales Manager and ask her/him to describe the three key characteristics of a successful sales manager. This paper is due on **November 11, 2013**.

Individual Research Paper #2

Submit a one-page paper. Describe a recent purchase experience. What did the salesperson do to pre-qualify you, define your needs (in terms of the product's features, benefits, or advantages), meet your objections, and attempt to close the sale. This paper is due on **November 18, 2013**.

Individual Research Paper #3

Submit a one-page paper. Research a sales manager job opening on the Internet or in the classifieds. Describe the three main job responsibilities of the position and what three key experiences or skills the company is looking for in terms of a successful candidate. This paper is due on **November 25, 2013**.

Group Assignments

The class will be divided into teams. Your team is required to sign up for various assignments by **August 19, 2013**. Group assignments consist of:

☞ **Article Summary:** This assignment helps you broaden your knowledge of sales management as well as gives you practice in communication skills essential to success in the world after college. Your team will submit a one page, single-spaced (approx. 500-750 words) word-processed paper in class as well as an electronic copy to me via an email by 9 a.m. on the assigned date. Please name your paper as <groupname>_article_chapter<number>. For example, group Super Star would name the case for Chapter 1 “Star_article_chapter1”.

The article must relate to your assigned chapter. You must present the article on the assigned day. In your oral summary, you should briefly (5 minutes maximum) explain the article and clearly explain how it relates to subject matter in the text.

The written summary should contain the following information in this order:

- Your name, course title and number, and the date
- Title of the article
- Author(s) of the article
- Name of publication
- Date of publication, Volume, Page Numbers
- Text chapter to which the article applies
- 1-2 paragraphs explaining how the article relates to the chapter indicated above
- 2-3 paragraphs summarizing and commenting the article

Articles are to be chosen from any business periodical or popular press (Business Week, USA Today, NY Times, Wall Street Journal, etc.). The article should not be older than 2 years.

☞ **One Chapter Case**

Your team will lead a class discussion on one selected Chapter Case. The team will summarize the case, role-play the meeting, and be ready to answer all the questions on the case. Each team will have 10 minutes to present the case. Your team will submit a hard copy of one-page paper, answering the questions at the end of the case in class as well as submitting an electronic copy via an email. Please name your paper as <groupname>_chaptercase<number>. For example, group Super Star would name the chapter case for Chapter 1 “Star_chaptercase1”.

CLASS PARTICIPATION AND PROFESSIONALISM

You are expected to come to class completely prepared for the scheduled activities. Participation includes class attendance, professionalism, reading the syllabus and assigned materials, overall preparation for class, actively contributing your thoughts and personal experiences, and role plays. Throughout the semester you may be asked to participate in role plays of the cases presented at the end of each chapter in the text. You should come to class prepared to enact any of these cases unless otherwise instructed.

Missing the class may hurt your final grade. My record of attendance is official and final. Absence, in no way diminishes your responsibility to be aware of what was covered, as well as any announcements that have been made. While your attendance is critical to the exchange of ideas and fruitful class discussions, you should note that attendance alone is not sufficient to score well on participation. You are expected to actively contribute to the learning experience of the class. Preparation, professionalism, and mutual respect are also important elements of your participation score. Classroom professionalism is to be maintained at all times. My goal is to create a positive, courteous, and respectful environment that is conducive to learning. Pagers and wireless phones are to be turned off or set for silent alarm.

Text: SELL, 3rd Edition. Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, and Michael R. Williams. Houghton Mifflin/Cengage Learning, 2012.

Sales Management: Teamwork, Leadership, and Technology, 6th Edition. Charles Futrell.

http://people.tamu.edu/~c-futrell/436/Sm_chapters (Free PDF download)

GRADES

You will be evaluated on multiple items so that your grade does not depend on any single outcome. The breakdown of your grade will be as follows:

Final Exam	Individual Paper	Group Assignments (3 or 4 people)	Participations	Total 1,000 pts
300 pts	Paper 1: 100 pts	Article Summary 150	100 pts	
		One chapter case: 150 (written and oral)		
	Paper 2: 100 pts			
	Paper 3: 100 pts			
300 pts	300 pts	300 pts	100 pts	

* Scores on group assignments will be adjusted based on peer evaluations, so please ensure your commitment and contribution to all group assignments. You will provide feedback on each group member's effort and contribution to group projects. Please give careful consideration to these evaluations. If a group member's peer evaluation averages less than 95 percent, he or she will receive that percentage of the group's project score. Members whose peer evaluations average 95 percent or higher will receive the group's score.

90-100%: A (4.0)	85-89%: B+ (3.5)	70-79%: C+ (2.5)	55-59%: D+ (1.5)	Below 49%: F (No credit)
	80-84%: B (3.0)	60-69%: C (2.0)	50-54%: D (1.0)	

GUIDELINES FOR ALL COURSE ASSIGNMENTS AND PROJECTS:

- 1) All work must be original and performed by the student. Note that cutting and pasting directly from web pages is considered to be plagiarism. Likewise, collusion on individual assignments will not be tolerated.
- 2) In addition to the completion of the requirements for each assignment, written work is graded on the basis of appearance, organization, writing style (clarity, spelling, and grammar), comprehensiveness, justification or support of ideas, and creativity. Group projects that are completed in sections and merged together should be thoroughly checked for completeness and consistency. Cite all external sources and include a "References" section at the end of each assignment. Remember that external sources include personal interviews and the address of any web site used in your project
- 3) All oral presentations, if any, are graded on the basis of preparation, logical organization, professionalism, nonverbal elements, quality of visuals, speech (tone, clarity, grammar), creativity, and presentation style (eye contact, mannerisms, lack of dependence on notes). Reading notes or overheads to the class is unprofessional and will not be tolerated.
- 4) You and your group are responsible for turning in only written assignments. You are expected to prepare for, and participate in, all class discussions. Late projects or assignments will not be accepted under any circumstances.

CLASS POLICIES:

- 1) Failure to complete any projects or assignments to which points are assigned will automatically result in an assignment of the F grade for the course.
- 2) All grades are final. If you have any questions, I will be happy to discuss any concerns you have before the assignment is due.
- 3) The schedule may be changed anytime by the instructor. You are responsible for any changes announced in class.
- 4) If Thammasat closes for any reason, the material for that class session will be added to the scheduled material for the next class meeting. GOOD LUCK!

TENTATIVE COURSE SCHEDULE

This schedule is tentative and subject to change, depending on the speed with which we cover the material. Regular attendance is the best way to be sure of what to expect in the next class.

Wk	Date	Topic	Activity/Assignment
1	Aug 19	Introduction and Overview	Form Team Assignment: -Article Summary -Chapter Case -Continuing Case
2	Aug 26	Chapter 1: Overview of personal selling The Image of Salespeople Video Exercises Continuing Case: NCC	Ch 1 Case: Specialty Sports Ch 1 Role play: Biomod Ch 1 Article Summary
3	Sep 2	Chapter 3: Understanding buyers	Ch 3 Case: RelationshipsFirst Ch 3 Article Summary

Wk	Date	Topic	Activity/Assignment
4	Sep 9	Chapter 4: Communication skills	Ch 4 Case: Tech Solutions Ch 4 Article Summary
5	Sep 16	Chapter 5: Strategic prospecting and preparing for sales dialogue	Ch 5 Case: Tsuleff Ch 5 Article Summary
6	Sep 23	Chapter 6: Planning sales dialogues and presentations	Ch 6 Case: Nimblefoot Ch 6 Article Summary
7	Sep 30-Oct5	Midterm Exam Period	
8	Oct 7	Chapter 7: Sales dialogue: creating and communicating value	Ch 7 Case: TPC Ch 7 Article Summary
9	Oct 14	Chapter 8: Addressing concerns and earning commitment Chapter 9: Expanding customer relationships	Ch8 Case: Thompson Engineering Ch8 Article Summary Ch9 Case: Reluctant Salesforce Ch9 Article Summary
10	Oct 21	Exercise	
11	Oct 28	Chapter 10: Adding value: self-leadership and teamwork	Ch10 Case: Universal Control Corp. Ch10 Article Summary
12	Nov 4	Chapter 11: Sales Management	Ch11 Case: Alliance Adhesives and Plastics Ch11 Article Summary
13	Nov 11	Individual Paper 1 presentation	
14	Nov 18	Individual Paper 2 presentation	
15	Nov 25	Individual Paper 3 presentation	
16	Dec 3	FINAL EXAM ; 9 AM - noon	

Important Dates

Class begins

August 13, 2013

Adding and Dropping Course

August 13 – 27, 2013

Midterm Exam

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Course Withdrawal with “W”

October 16 – 21, 2013

Last day of classes

November 30, 2013

Final Exam

December 3, 2013 ; 09.00 AM - noon