MARK 4365.060, Fall 2024
The University of Texas at Tyler

This course is in support of a degree program at the University of Texas at Tyler that has earned professional accreditation by AACSB International. AACSB International is an association of more than 11,000 business educational institutions, and other organizations in 70 countries that are dedicated to the advancement of management education worldwide. Less than 5% of business programs worldwide have earned this distinguished hallmark of excellence in management education.

Basic Information:
Course Section: MARK 4365.060
Course Title: Sales Management
Meeting Time and Place: Online/Canvas
Course Credit Hours: 3
Textbooks and Other Required Materials: *Sales Management: Analysis and Decision Making 10th* ed., by Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., Michael R. Williams
Publisher: Routledge
ISBN: 9780367252748

Faculty Contact Information
Mr. Christian Bushardt
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Cell Phone Number: (601) 466-2219
Office Hours: As needed/requested by students. We can meet via zoom, phone, email, or any other reasonable method of communication. I am available at the student's convenience.

Course Attendance:
MARK4365.060 is an online delivery. We will not have required live class zoom meetings. I will post videos, slides, and you will do work on your own time. We may have some live zoom sessions to answer questions or other concerns as a group, but these will not be required. You are always welcome to schedule a live zoom session for one-one-one assistance.

Course Communication:
Please use your university Email (**NOT CANVAS**) for written communication unless requested otherwise. Please communicate via email as this has greater correlation with your future job role. Future employers will expect effective email communication skills. Please check email regularly as that is the primary way in which we will communicate.

DO NOT USE CANVAS MESSAGE TO COMMUNICATE

Course Information:
Course Description: Decision making for sales executives. Organization and administration of sales departments with special attention to sales forecasting.

Prerequisite: MARK 3311.

Course Objectives/Assignments:

The primary goal of this course is to equip students with an integrated overview of the sales process based on relevant theory and pragmatic application. Students should gain understanding in the following key areas

1 – Understand the strategic role of the selling function (Exam 1)

2 – Formulate an effective Sales Management Strategy/Process (Exam 2)

3 – Understand effective leadership methods (Exam 2)

4 – Evaluation and Control of the Sales Program (Final Exam)

5 – Exposure to and integration of real world sales management issues with textbook concepts (Discussion Boards, Role plays, and/or Guest Speakers)

6 – Experience with data analysis consistent with the role of a sales manager (Data Analysis Project)

Grading Rubric:

Exam 1 – 100 Points (Chapters 1-4)

Exam 2 – 100 Points (Chapters 5-8)

Exam 3 – 100 Points (Chapters 9 & 10)

Quizzes – 50 Points

Data Analysis Project – 100 Points

Discussion Boards/Role Plays/Guest Speakers – 50 Points

Total = 500 Points

450-+ = A

400 = B

350 = C

300 = D

<300 = F

Exams

Exams are administered through canvas. You should refer to canvas for the availability of exams. You are allowed to use your book, notes and other materials during exams. You are not allowed to use another student or a copy of the exam, you must either know the answer or find it in your class resources. Exams are multiple choice and have limited time.

Quizzes

Quizzes will be administered through canvas. You should refer to canvas for the due dates of these assignments. You are allowed to use your book, notes and other materials during quizzes. You are not allowed to use another student or a copy of the quiz, you must either know the answer or find it in your class resources. Quizzes are timed with only 1 attempt. Quizzes will not be re-opened if you miss a quiz since all quizzes are available from the start of the semester. Additionally, quizzes are due before the exam and not weekly.

Data Analysis Project: Tableau/Excel

You will complete a data analysis project using Tableau or Microsoft Excel. This project will be worked on continuously throughout the semester individually. Full details are available in the Canvas assignment including example documents and rubrics.

Discussion Boards/Role Plays/Guest Speakers:

We will have multiple discussion board posts throughout the semester addressing several different topics. Topics include but are not limited to: role play experiences, guest speaker/video comments/reactions, case analysis, and/or current events. You should refer to each discussion board topic for details about how to complete the assignment. Instructions on how to reply should be included with the prompt/first post by the instructor. Example: How points are allocated in a discussion on a role play experience may be different from a discussion revolving around an on-going current event. Required breadth and depth of posts varies depending upon topic being

discussed. You should refer to canvas for details about submission times for Discussion Boards/Role Plays & Guest Speaker assignments.

Late Work:
Submitting work late will result in points deducted at the discretion of the instructor. You should expect technology to not work completely the first time, and plan time to trouble such problems which typically arise during normal business activities. Some assignments will not be accepted late.

Reasonable Accommodations For Disabilities:

Should you need accommodation for anything, please contact Student Accessibility and Resources center at saroffice@uttyler.edu. I also encourage you to contact me with any issues, and I will be happy to work with you.

ACADEMIC INTEGRITY
(UT Tyler students make the decision to not lie, cheat, or steal, nor tolerate those that do)

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. Cheating includes, but is not limited to: submitting material that is not one's own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. Plagiarism includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, Paraphrasing materials or ideas of others without identifying the sources.

Inclusion in Syllabi: The following statement should be included in all syllabi, "We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at http://www.uttyler.edu/about/campus-carry/index.php."

Artificial Intelligence (AI): UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

AI is not permitted in this course at all.

Example 1: I expect all work students submit for this course to be their own. I have carefully designed all assignments and class activities to support your learning. Doing your own work, without human or artificial intelligence assistance, is best for your efforts in mastering course learning objectives. For this course, I expressly forbid using ChatGPT or any other artificial intelligence (AI) tools for any stages of the work process, including brainstorming. Deviations from these guidelines will be considered a violation of UT Tyler's Honor Code and academic honesty values.

Example 2: To best support your learning, you must complete all graded assignments by yourself to assist in your learning. This exclusion of other resources to help complete assignments includes artificial intelligence (AI). Refrain from using AI tools to generate any course context (e.g., text, video, audio, images, code, etc.) for an assignment or classroom assignment.

Example 3: The work submitted by students in this course will be generated by themselves. This includes all process work, drafts, brainstorming artifacts, editing, and final products. This extends to group assignments where students must create collaboratively create the project. Any instance of the following constitutes a violation of UT Tyler's Honor Code: a student has another person/entity do any portion of a graded assignment, which includes purchasing work from a company, hiring a person or company to complete an assignment or exam, using a previously submitted assignment and/or using AI tools (such as ChatGPT).

Week	Date	Chapter	Content	Assignments Due
Week 1	8/26-9/2	1	Changing World Of Sales Management	Discussion 1: Timeshare due 9/2 @ 11:59PM
Week 2	9/3-9/9	2	Overview of Personal Selling	Discussion 2: New Selling of America due 9/9 @ 11:59PM
Week 3	9/10-9/16	3	Organizational Strategies and Sales Function	Discussion 3: The Science of Sales due 9/16 @ 11:59PM
Week 4	9/17-9/23	4	Sales Organization Structure and Salesforce Deployment	Quizzes for Chapters 1,2,3,4 Due: 9/23 @ 11:59PM in Canvas
		Quizzes	Quizzes for Chapters 1, 2, 3, 4	
Week 5	9/24-9/30	Exam 1	Exam 1 – Chapters 1, 2, 3, 4	Exam 1 opens 9/24 @ 12:01AM Exam 1 closes 9/30 @ 11:59PM
Week 6	9/1-10/7	5	Acquiring Sales Talent: Recruitment and Selection	
Week 7	10/8-10/14	6	Continual Development of the Salesforce: Sales Training	
Week 8	10/15-10/21	7	Sales Leadership, Management, and Supervision	Discussion 4: Sales Training for Different Types of Buyers due 10/21 @ 11:59PM
Week 9	10/22-10/28	8	Motivation and Reward System Management	Quizzes for Chapters 5,6,7,8 Due: 10/28 @ 11:59PM in Canvas
		Quizzes	Quizzes for Chapters 5, 6, 7, 8	
Week 10	10/29-11/4	Exam 2	Exam 2 – Chapters 5, 6, 7, 8	Exam 2 opens 10/29 @ 12:01AM Exam 2 closes 11/4 @ 11:59PM
Week 11	11/5-11/11	9	Evaluating the Effectiveness of the Organization	
Week 12	11/12-11/18	10	Evaluating the Performance of Salespeople	
Week 13	11/19-11/24	Tableau or Excel	Data Analysis Project	Due on 11/24 @ 11:59PM In Canvas
Week 14	12/2-12/8	Quizzes	Quizzes for Chapters 9 & 10	Quizzes for Chapters 9 & 10 Due: 12/8 @ 11:59PM in Canvas
Week 15	12/9-12/13	Final Exam	Final Exam – Chapters 9 & 10	Final Exam opens 12/9 @ 12:01AM Final Exam closes 12/13 @ 11:59PM

The instructor reserves the right to revise, alter or amend this syllabus as necessary. Students will be notified in writing / email of any such changes.