

DEPARTMENT OF MARKETING  
 COLLEGE OF BUSINESS ADMINISTRATION  
 SAN DIEGO STATE UNIVERSITY  
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Marketing 473  
 Sales Management  
 Fall 2003

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Office	Office Hours	Sched	Day	Time	Room
BA313	MW 1500-1600 MW 2000-2100	22186	MW	1600-1750	GMCS-310

Grading	
A	93.33
A-	90.00
B+	86.67
B	83.33
B-	80.00
C+	76.67
C	73.33
C-	70.00
D+	66.67
D	60.00
F	<60

### Course Objectives

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|---|--|
| <ul style="list-style-type: none"> <li>q To understand the unique decisions regarding the organization and deployment of a sales force in the business firm</li> <li>q To learn and properly use selling professional terminology and vocabulary.</li> <li>q To augment analytical skills involving financial, quantitative, and verbal reasoning</li> <li>q To gain an understanding of relationship management in a dynamic market economy</li> </ul> | <ul style="list-style-type: none"> <li>q To understand the evolution of Sales Management enabled by the Internet.</li> <li>q To explore career opportunities in Sales, Sales Management and CRM.</li> <li>q To enable students to understand the role of selling and the management of selling a firm's overall marketing strategy.</li> <li>o To develop teamwork skills, which allow the individual to work productively in the future.</li> </ul> |
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### Pictures

I like to be able to put a face to a name. In the past, class size has made this a daunting task. So, I am going to try something fun. If you will email me a picture of you before the fourth class meeting, then you will earn some extra credit. I want a clear, recognizable head-shot. Your baby picture, Halloween picture, or pictures of the three stooges are not acceptable.

To send me a picture click on the link "Pictures" on the right side of my web site. Follow the instructions. If you don't have a photo then come to my office. I'll try to have my digital camera handy.

Photos will be used to help evaluate class participation.

### Computer

You must have internet access, with e-mail capable of sending attachments. Assignments are often turned in electronically. Grades are available only on the web.

E-mail systems are not foolproof. You may find that your emails don't always get to me. My email program screens the free services Hotmail, Yahoo, etc. You can get free, web accessible, email from SDSU. See my web page for details. Don't try to use the excuse that your assignment is late or missing because an e-mail system, or server failed.

### Participation

Go to [www.sellingpower.com](http://www.sellingpower.com) and subscribe to the Sales Management and CRM newsletters. We will discuss these as they come in.

When I call your name, be prepared to respond. Class participation counts.

### Attendance Bonus

Class attendance is considered meaningful. You can get a bonus just for coming to class. Here is how it works.

We are scheduled for 30 classes. Each class is worth two points. That gives a total of 60 points. I will take attendance each class. If you are on time then you get two (2) points. If you are late, even by an instant, then you get one (1) point.

You cannot get the bonus points if you are not in class, regardless of the reason. But you will never be penalized for missing a class or being late.

## Presentation

Each student must make a presentation before the class. There will be about three presentations per chapter. The three topics or titles will be listed on my web site for each chapter. You can draw on a variety of sources.

You must sign up, via my web site, for a presentation by the third class meeting. If two students sign up for the same topic then the first student will get the topic.

**After the third meeting, I will assign topics at random to fill out the schedule.**

Do not quote the textbook or lecture notes in your presentation. You should answer the question provocatively using outside sources. Sources can be articles, other texts, and personal experience. Your presentation should last 10 minutes. Your presentation should generate student discussion. Send me a short paper and your PowerPoint presentation.

Present to the class with enthusiasm, visual aids. On the day of the presentation give me (and the rest of the class if you like) a copy of your presentation via my website.

You will be graded out of 10 points. Don't expect a perfect score. Remember 10 points means absolutely mind boggling excellent. Please attend to spelling and grammar. If you have read the syllabus closely thus far, you will notice this paragraph. If you send me an email, from your exclusive account, that you have read this bonus message, you will receive bonus points when you do the article. Please don't tell your peers about this message. The number of bonus points is fixed. The points will be split among those that email before the third class meeting. The fewer students, the more points available to each person.

You are responsible for the material in the text and notes. Because of speakers and presentation, we may not finish each chapter in the class time allotted. That does not change the fact that you are responsible for the material. Please come to my office hours or email me for an appointment if you are having difficulty with any material.

%	Grading Elements
26	Exam 1.
28	Exam 2
26	Exam 3
10	Presentation
8	Participation - prof eval
2	Participation - peer eval
100	

## Guest Speaker

You may have a sales management professional speak to the class as a substitute for your presentation. The same material should be covered. I would like to have guest speakers come to class from time to time. So, I am giving you the opportunity to satisfy some of the course requirements by bringing a guest speaker to class. You will have to apply many criteria to qualify a speaker.

Click on the link for a speaker application form. Fill the form out completely. Email the form to me as an attachment. Do not assume that the speaker is accepted until you hear back from me.

A good speaker will earn you full credit for the presentation. A disappointing speaker will earn you a passing grade on the article. A great speaker may even boost your article grade higher than the ten point maximum.

## Schedule

Date	Topic	Date	Topic
9/3	Introduction	10/27	11. Selecting Salespeople
9/8	1. Selling: Past, Present, and Future	10/29	12. Training Salespeople
9/10	2. The Sales Environment	11/3	EXAM
9/15	2. The Sales Environment	11/5	9. Time and Territory Management
9/17	10. Recruiting Salespeople	11/10	9 & 18
9/22	14. Motivating Salespeople	11/12	18. Evaluating
9/24	5. Automating the Sales Force	11/17	13. Developing Salespeople
9/29	Appendix E	11/19	13 & 16
10/1	EXAM	11/24	16. Indirect Incentives
10/6	6. Sales Forecasting	11/28	7. Financial Planning for Sales
10/8	6 & 17	12/1	7 & 15
10/13	17. Leadership and Supervision	12/3	15. Compensating the Sales Force
10/15	4. Organizing the Sales Force	12/8	3. International Sales Force Management
10/20	4 & 8	12/10	
10/22	8. Quotas	12/15	<b>Test 3 15:30-17:30</b>