

MKTG 3513

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Contact Me

The best way to contact me is via email. You can expect a response within 24-48 hours. I will hold virtual office hours (Wednesday 10:00AM-1:00PM CST), please make an appointment during this time for immediate response to your questions.

Weekly Activities

Each week students are expected to complete the readings, watch course updates and video lectures, complete chapter quizzes and post in the discussion board by the end of the day (11:59pm) on Sunday of that week. All activity descriptions and materials are posted in the Module folder on the D2L page for this course.

Exams

There will be a three exams throughout the semester (week 7, 13, 16) for this course. The exams will consist of multiple choice questions and essay questions covering material up to the date of the exam. The exams will be on-line through an approved proctor.

Course Site

Desire2Learn (online classroom: <http://oc.okstate.edu>)
Distance Learning Support: spearsdistance@okstate.edu

Required Text

Johnston, Mark and Greg Marshall (2013) Sales Force Management: Leadership, Innovation, Technology 11th ed. Routledge

ISBN 978-0-415-53461-1 (hardback)

ISBN 978-0-415-53462-8 (paperback)

ISBN 978-0-203-07692-7 (electronic)



Optional Readings (not required)

To understand more about the selling process, I would strongly recommend reading "SPIN Selling" by Neil Rackham (1988), McGraw Hill.

Sales Management is successful only when a manager has developed strong leadership skills. I recommend reading "The 7 Habits of Highly Effective People" by Stephen R. Covey to develop yourself both personally and professionally.



Technical Information

Become familiar with the class interface before the semester begins and seek help if necessary. A lack of D2L knowledge is not an acceptable excuse for late or incomplete work.

Technical Assistance: If you have technical questions, you can contact the CEPD Distance Learning Office, 108 Gundersen. *CEPD contact information:* spearsdistance@okstate.edu or call (866) 678-3933 or (405) 744-4048.



Course Description

This course is a breadth course on Sales Management. We will cover a range of topics (sales process, relationship with marketing and the organization, leadership, performance evaluation, etc.) with the overall goal to introduce the student to theoretical concepts and best practices with the expectation that the student will apply these concepts to business situations.

Course Goals

This course should prepare the student to:

1. recognize and understand the selling process
2. discern the relationship between Marketing and Sales, as well as the relationship of the sales function to the rest of the organization
3. identify and analyze the key issues and problems facing salespeople and sales managers
4. acquire leadership best practices
5. consider and discuss the ethical and social responsibility issues facing the sales profession

Course Format

The format for this course will be presented in modules. Each module folder will be posted separately on the D2L page for this course. The module folder will contain a weekly list of activities and assignments. Each week students will be required to read the textbook, complete a chapter quiz, and post on the D2L discussion board. Supplemental video lectures and material will be posted to summarize and expand on the significant points in the chapters.

Course Schedule

A detailed course schedule will be posted on the D2L page for this course. Weekly reminders will also be posted. All assignment, quizzes, and discussion board activities are due by the end of the day (11:59pm) on Sunday of that week.

Course Policies

Participation and Timeliness

Your regular participation and timeliness are important to your academic success. In online courses, this takes the form of participation in discussion via forums, chat, and other electronic means provided.

As this is an online course, it is up to every student to stay on track and not fall behind. You must be self-motivated and disciplined to meet all due dates. Developing a routine is essential. All assignments are expected to be submitted by a specific date and time (by Sunday 11:59PM). Students are given ample time to complete the course assignments, and thus, late assignments will not be accepted unless arrangements are made with the instructor prior to the due date.

Accessibility

If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. The OSU Student Disability Services coordinates services for students with disabilities, please go to: <http://www.okstate.edu/ucs/stdis/>

Communication

The way to contact me is during my office hours. If those times do not work with your schedule, you can email me. During office hours you can expect an immediate response. All other times you can expect an email response from me within 24 hours during the weekdays. I will try to respond in a timely manner on the weekends.

Assignments and exams will be returned within one week of their due date. Questions regarding the grading of assignments and exams should be emailed to me within one week of their return to you. I will not consider grade disputes after this time. These questions should be accompanied by appropriate evidence (i.e., course materials) of inaccurate grading. I will respond with a decision after a 24-hour period and make the appropriate corrections if necessary.

Netiquette

Discussion is an excellent way to facilitate critical thinking. This course will use the D2L discussion boards in which students are encouraged to express their own opinions and views. Respecting other students' opinions and values – no matter how much they differ from one's own- is essential to creating a comfortable environment that fosters intellectual discussion. I respect each of your opinions and I ask that you do the same for other students.

Academic Integrity

Students are expected to adhere to the University guidelines as presented in OSU's policy for Academic Integrity: <http://academicintegrity.okstate.edu/ai-sanction.htm>

Violations of the Academic Integrity Policy include (not limited to):

- Copying a few sentences from an internet site without proper citations
- Working together on individual assignments, quizzes, exams
- Turning in work conducted by someone else

Academic dishonesty will only hurt your ability to learn and apply the concepts covered in the course. Please conduct yourself in a professional manner, the OSU Academic Integrity Policy will be enforced.

Technical Information

Students should become familiar with the class interface before the semester begins and seek help if necessary. We will use D2L for all assignments, quizzes, and communications. A lack of D2L knowledge is not an acceptable excuse for late or incomplete work.

Technical Assistance: If you have technical questions, you can contact the CEPD Distance Learning Office (located: 108 Gundersen) or Distance Learning Support: spearsdistance@okstate.edu or call (405) 744-4048.

Grading and Exams

Assignment	Points	Total Points
Assignments	5 points per assignment x 3 assignments One bonus assignment (5pts-not required)	15 points
Discussion Board Post	7 points per topic x 12 topics	84 points
Chapter Quiz	5 questions x 1point/question x 10 quizzes	50 points
Midterm and Final	3 exams x 50 points	150 points
TOTAL		299 point

Overall Grading Scale (out of 304 points)

A	276 (92.5%)	C+	231 (77.5%)
A-	269 (90.0%)	C	216 (72.5%)
B+	261 (87.5%)	C-	209 (70.0%)
B	247 (82.5%)	D+	201 (67.5%)
B-	239 (80.0%)	D	186 (62.5%)

Weekly Discussion Board Posts

The weekly discussion boards are my way of creating a lively “in class” discussion around the material. I believe that the discussion boards allow students to enhance their learning beyond the reading and to engage in deeper thought and critical evaluation of the topic at hand. Just like class participation, students must post in the discussion board every week.

Each week has its own discussion board. You will be able to start posting in the discussion board on Monday of the course week and you have until the end of the day on Sunday to make all of your posts. I have initiated the discussion thread based upon the cases in the book. These cases provide a comprehensive application of the key concepts in the chapter. The discussions will ask you to reflect on the course material for that week in the context of the case. In some cases, you will be asked to respond to specific questions to resolve the sales management conflict presented in the case.

Rules and Tips for Posting in the Discussion Board

1. Read the discussion board questions before you view/read the course content for the week and use the module learning goals/outline as a guide, this will help you take notes and formulate ideas for your response as you read/watch.
2. Read the existing posts within a thread before you formulate your own post. The idea is to mimic a classroom discussion, so this is akin to listening to your peers in class before you make a comment. If there are no existing posts, start the conversation.
3. If there are existing posts, join the conversation. This means that *you should not repeat what your classmates have already said*. You can agree with a classmate’s post, but you should also add something new to the conversation. If you want to say something that is completely different from your classmates, that is fine; change the conversation by starting a new sub-thread.
4. When posting your comment always reference the source of your thoughts (reference can be as simple as, “based on my reading of chapter 2 [page 45]...”). It can be your personal experience, the text or videos from the course or outside relevant material (e.g., an unassigned chapter in an assigned book). The number and type of references (and how well integrated these references are to your overall thought) are all important for the grading of your posts.
5. The discussion board is the bulk of your work for this course, so plan to spend about 3 hours each week reading posts and formulating your own posts. In going through this process, I expect quite a bit of learning to take place, similar to a classroom discussion experience.
6. Aim to initiate a new discussion sub-thread in the “open-ended” discussion thread every other week. This shows that you are thinking about the course topics beyond the structured discussion and that you can integrate ideas on your own. This is also a good way to earn more than 4 points for a post.

Discussion Board grading

Discussion board posts will be evaluated and graded weekly. Below is the description for how point values will be determined.

- a. 0-point posts are irrelevant to the course or disrespectful
- b. 1-point posts completely repeat content from previous posts, are based purely on opinion (i.e., no integration of course content)
- c. 2-point posts respond to the discussion board question by adding something new to the conversation but do not provide evidence of integration of course material
- d. 3-point posts respond to the discussion board question with evidence from the course content and add something new to the existing conversation.
- e. 4-point posts respond to the discussion board question or initiate a new discussion board thread with evidence from course content AND integrate across multiple sources and/or integrate from outside sources (outside sources are of moderate quality) –must reference at least 2 sources
- f. 5-point posts respond to the discussion board question or initiate a new discussion board thread with evidence from course content AND integrate across multiple sources AND integrate from outside or suggested sources and outside sources are of academic quality (i.e., an instructor would be willing to assign this text to students) –must reference at least 2 sources
- g. 6-point posts respond to the discussion board question or initiate a new discussion board thread with evidence from course content AND **integrate across multiple course modules** AND integrate across multiple sources AND integrate from outside or suggested sources and outside sources are of academic quality (i.e., an instructor would be willing to assign this text to students) –must reference at least 2 sources

Weekly Content Quiz

Each week you will answer 5 multiple-choice questions regarding the content of the lectures/readings. Quizzes will be graded immediately via D2L. You will have two attempts for each quiz (items are pulled randomly from a large pool of items), and I will take the higher of the two grades when calculating your final grade for the course.

Midterm and Final Exams

There will be three exams (week 7, 13, 16). All exams will be delivered via Desire2 Learn. The exams will consist of multiple choice questions and short case study analysis derived from the chapter readings, discussion board key learning points, and video lectures covering material up to the date of the exam. The exams will be on-line through an approved proctor.

Upon enrolling each semester, complete the appropriate proctor form(s) located on the Spears School of Business Distance Learning website, if the exam(s) are proctored:

<http://spears.okstate.edu/distance/forms/>. Contact the Spears School Distance Learning office at spearsdistance@okstate.edu, or call (405) 744-4048 if you have any questions regarding the proctoring process. You may also visit <http://spears.okstate.edu/distance/guide>.