Standard Course Outline
Sales Management
MKTG 420

1. **General Information:**
   - Units: 3 credits
   - Prerequisites: IS 301 and MKTG 300
   - Course Coordinator: Dr. Sam Min
   - Prepared by: Dr. Sam Min
   - Date Prepared: May 2015

2. **Catalog Description:**
Management of a sales force: organizing and deploying a sales force, developing effective sales training programs, designing motivation and compensation plans, asserting effective leadership and evaluating sales force performance. Sales analysis, forecasting techniques, account and territory management, and negotiations.

3. **Curriculum Justification:**
Sales management focuses on the practical application of sales techniques and the management of a firm’s sales operations. It is one of key marketing activities and important business function because sales of products and services and resulting profit drive most commercial business.

4. **Course Learning Objectives:**
   - **Learning goal – Critical Thinking:** Students will analyze key behavioral, technological, and managerial forces and long-run trends in the sales environment and make recommendations for effective sales management.
   - **Learning Goal – Communication:** Students will demonstrate that they are able to work in teams via a team-prepared written project.
   - **Learning goal – Business Function:** Students will stress important analytical, communication, relationship, and leadership skills that sales managers need.
   - **Learning goal – Analytical Skill:** Students will summarize and analyze the latest sales statistics and sales data to aid decision making for sales force management.

5. **Outline of Subject Matter:**
This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the Marketing and Sales Management area or the depth of some topics. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

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<th>Topics:</th>
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There are a limited number of textbooks for this course. The following textbooks are recommended:


A project is required. For example, each team would write and submit an original Sales Plan based on a case and other information provided during class and from the team’s ‘research.’ Each team would present and defend a portion of their Plan to ‘management’; this is in addition to the written Plan.

References
Following are several books that provide valuable insights into selling and sales management. The books are not directly discussed in class, but are supplemental for interested students.

- Rethinking the Sales Force, Neil Rackham and John DeVincentis, McGraw Hill
- Selling: The Profession, David Lill, DM Bass
- Compensating the Sales Force, David Cichelli, McGraw Hill
- Sales Management, Robert Calvin, McGraw Hill
- The New Solution Selling, Keith Eades, McGraw Hill
- It’s Not Rocket Science, Mitchell Goozé, IMI
- Relationship Selling, Jim Cathcart, Perigee
- Selling is a Team Sport, Eric Baron, Prima
6. **Instructional Policies**: 

- **Grading Policy**:  
  - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy ([http://www.csulb.edu/divisions/aa/grad_undergrad senate/documents/policy/2005/07](http://www.csulb.edu/divisions/aa/grad_undergrad senate/documents/policy/2005/07)).  
  - Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and/or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.  

- **Policy on Classroom Behavior**:  
  - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.  
  - Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.  
  - Talking and other disruptive behavior are not permitted while classes are in session.  
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.  
  - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.  

- **Policies on Withdrawal, Late Withdrawals, and Incompletes**:  
  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.  

- **Academic Integrity**:  
  - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA ([http://www.csulb.edu/colleges/cba/dean/academic-integrity/](http://www.csulb.edu/colleges/cba/dean/academic-integrity/)) and University policies regarding Academic Integrity ([http://www.csulb.edu/divisions/aa/grad_undergrad senate/documents/policy/2008/02/](http://www.csulb.edu/divisions/aa/grad_undergrad senate/documents/policy/2008/02/)). Please avoid an embarrassing or unfortunate situation.  

- **Campus Computer/Network Usage**:  

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1 Please refer to the most recent university instructional policies.
Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

- **Disabilities:**
  - Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.