MRKT 3307.783

Sales Marketing, Online Spring 2020 (1ST 8 week session)

Syllabus

Basic Information

Katelin Barron
OFFICE: MB 2214
OFFICE PHONE: 432-552-2205
E-MAIL: barron_k@utpb.edu
OFFICE HOURS: By appointment
Location: This course is a Web Course and is conducted within Canvas

Academic assistants may be used within this course. The academic assistant is responsible to the instructor and will be assigned specific tasks.

Communication Plan

If you have questions or concerns regarding the course please feel free to e-mail me at barron_k@utpb.edu. Additionally, you may reach out to me by phone at 432-552-2205. I have a 24 hour communication policy. This means that you can expect to hear from me regarding your original inquiry within 24 hours or less.

Course Description

Course Prerequisites: ENGL 1301; COSC 1335 or equivalent

Course Catalog Description: Planning, organizing, directing and controlling the promotion function as it relates to the marketing mix; also, stress is placed upon professional selling techniques.

Overview of the course:
> Sales management is a part of the Marketing / Promotions, and is a skill based course about selling and sales administration.

Purpose:
1. This course intends to provide students with a comprehensive coverage of contemporary sales management and professional selling in an interesting and challenging manner.
2. The most recent sales research and leading personal selling practices are integrated in an effective and organized in a logical sequence from the perspective of a professional salesperson.
3. The course will be taught in part using an experiential learning approach. If you have a problem with making mock and real sales presentations outside of class time, you may like to discuss with the instructor. As a part of the class projects, you will be expected to some presentation outside of class time.

Outcomes:
1. Identify the contributions of personal and professional selling to society, business firms, and customers.
2. Identify and distinguish between transaction-focused traditional selling and trust-based relationship selling.
3. Identify and recall the sales process as a series of interrelated steps and the importance of sales ethics
4. Identify and recall primary types of buyers and discuss their distinguishing characteristics

General Topics Covered in the Text:
- Changing World of Sales Management
- Overview of Personal Selling
- Organizational Strategies and the Sales Function
- Sales Organization Structure and Salesforce Deployment Appendix 4. Developing Forecasts
- Acquiring Sales Talent: Recruitment and Selection
- Continual Development of the Salesforce: Sales Training
- Sales Leadership, Management, and Supervision
- Motivation and Reward System Management
- Evaluating the Effectiveness of the Organization
- Evaluating the Performance of Salespeople

Materials
- Required Materials: Sales Management: Analysis and Decision Making, 9th Edition
- By Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., Michael R. Williams: 978-0-7656-4451-0

Computer Skills and Software Requirements

Important Note 1: Computer skills are necessary in today's work environment. This includes being able to work with computer support professionals online and on the telephone to resolve technical issues. All issues with installing and running the Virtual Leader simulation program are to be directed to the provider's software support team. Neither the instructor nor the computer support professionals at UTPB have any ability to assist you with Virtual Leader technical issues.

Respondus Lockdown Browser/Monitor: This course has tests that require the use of a specialty browser. To download Lockdown Browser, please visit http://www.respondus.com/lockdown/information.pl?ID=841715130

Respondus Monitor requires students to have a webcam & microphone active during exams. Students need a photo ID (driver's license, school ID, etc.) to show to the camera at the beginning of the recording. A Practice Exam will be provided as an initial test of your system with Monitor/LockDown Browser turned on to go through the steps.

How It Works

Start LockDown Browser.
Log into Canvas and complete a brief startup sequence prior to the exam.
The student and the surrounding environment are recorded during the entire exam via webcam.
The monitor will change to full screen and cannot be minimized so it will look a little different.
The exam cannot be exited until submitted for grading.

Respondus Monitor Computer Requirement

Windows: 7, 8, Vista, or XP
Mac: OS X 10.6 or higher
Internet Explorer (Windows) or Safari (Mac) must function properly on the computer
Adobe Flash Player
Web camera (internal or external) & microphone
A broadband internet connection

Basic computer skills and ability to type. All assignments must be formatted in Microsoft Word

Students, Faculty and Staff at UTPB can obtain software licensing and media for selected Microsoft titles at very low cost through a software agreement: http://www.utpb.edu/services/ird/information-for-students/software-distribution/microsoft-select

Online Student Authentication

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must login to the UTPB learning management system using their unique personal identifying username and secure password. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program. This course satisfies the second method of student authentication by:

- Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor)

   *Approved photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Using LockDown Browser & Respondus Monitor for Online

This course requires the use of LockDown Browser and Monitor for online exams. Watch this short video (http://www.respondus.com/products/lockdown-browser/student-movie.shtml) to get a basic understanding of LockDown Browser and Monitor, the optional webcam feature (which may be required for some exams).

Then download and install LockDown Browser from this link:
http://www.respondus.com/lockdown/download.php?id=841715130

To take an online test, start LockDown Browser and navigate to the exam. (You won't be able to access the exam with a standard web browser.)   For additional details on using LockDown Browser, review this Student Quick Start Guide (PDF). Finally, when taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor
- Ensure you're in a location where you won't be interrupted
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices
- Remain at your desk or workstation for the duration of the test
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Course Assessment

Course Activity	Points	Percentage of Total Grade
Test 1 (Ch 2,3,4) 60 questions	180	20
Test 2 (Ch 5,6,7) 60 questions	180	20
Test 3 (Ch 8, 9, 10) 60 questions	180	20
Sales project A	60	6
Sales project B	100	10
Final Exam (Ch 2-10) 80 questions	240	24
Discussion Board 1	20	2
Discussion Board 2	20	2
Discussion Board 3	20	2
Total	1000	100

Grading Scale:

Course grades will be assigned based on ***percentage***

A	90 - 100%
B	80 - 89%
C	70 - 79%
D	60 - 69%
F	Below 60%

1. Course Content Structure:

The course is divided into three modules. You should read the textbook section first, and then review the online lecture notes. The notes remain conceptual and the vast majority of the material is covered in depth throughout each chapter. The chapters are not long, but contain important details pertaining to the topic. Please make sure you fully read the chapter and do no reply upon the notes provided. The lectures will be summaries, elaborations of the textbook material, and links to related information on the Web. After you have completed reviewing the lecture, you should then seek to complete the weekly discussion. There is a discussion topic for each week. The discussions aim to provide out research information that is trending and will help contribute to you understanding of the oil and gas industry.

Please note the following:

Each Module/Section/Units covers:

- Module 1 – Ch 2-4, Test 1
- Module 2 – Ch 5-7; Test 2
- Module 3 – Ch 8-10; Test 3
- online discussion topics, and
- Sales projects A and B

Grading and Feedback:

All the course activities will be graded 72 hours to one week after the set due date. The grades are determined on an absolute scale. You can check your grades by going to GradeBook. If there is any discrepancy in the grade, you must contact me immediately. I will provide individual feedback or a general feedback in the performance of the course activity.

2. Discussion Board Participation:

Discussion Board will primarily be used for discussing course content related topics and issues. There will four discussion topics for the semester. Each discussion topic is 20 points.

In addition to the course content related topics in discussion tool there will be few general topics: Getting to Know Each Other, Technical problems/issues, General Questions related to the course content, etc. The posts under these topics will not be graded.

For each graded discussion question, first, you must respond to the question directly and second, you must read the other students posts and reply to at least two other students responses. You must ensure that the responses to the questions are meaningful, reflective, refer to personal experience and support your course readings. Avoid postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a posting then say why you agree by supporting your statement with concepts from the readings or by bringing in a related example or experience.

You are expected to read all messages. You are responsible for reading all of the messages that are posted in

the online discussion. Not reading messages is the equivalent of sleeping in class.

Use a person's name in the body of your message when you reply to their message. It helps to keep all of us oriented. It helps us maintain a clearer sense of who is speaking and who is being spoken to. As we begin to associate names with tone and ideas, we come to know each other better.

Change the subject line when you introduce a new topic. The value of this tip will become apparent as the number of messages grows.

3. Submission of Course Assessment Activities:

   - Keep in mind the following standards/practices for submission of written assignments:
   - All course assignment and case activity files submitted to the instructor should be in Microsoft Word.
   - Be sure to put your name at the top of each page header.
   - Always keep a copy of all the work you submit so that you won't need to re-do it if it should get lost in cyberspace.

4. Course Incomplete/Withdrawal/Grade Appeal:

   All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given and will only be granted if the student has complete at least 75% of the course with a grade of 'C' or better and provides a valid, documented excuse for not being able to complete the course on time and has contacted prior to the scheduled last class to request an extension. The student will sign a contract that includes the incomplete course activities and the new due dates.

   For grade appeal process go to http://www.utpb.edu/campus-life/dean-of-students/grievances.

5. Submission of Course Assessment Activities:

   All the course assessment activities will be submitted via Assignment Tool. Keep in mind the following standards/practices for submission of assignments:

   a. All course assessment activity files that will be submitted to the instructor should be in MS Word or RTF
   b. Be sure to put your name at the top of each page header
   c. Always keep a copy of all the work you submit so that you won't need to re-do it if it should get lost in cyberspace.

6. Make-Up/Late Submission Policy:

   All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. There will be a (10%) deduction for each day of late submission of the assignment.

   NOTE: The due dates and times for the activities will adhere to the Central Time Zone.

7. Netiquette:

Anything you type in the discussion area is public - which means that every student in this class (including your instructor) will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

   a. Do not post anything too personal;
   b. Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity;
   c. Do not use all caps in the message box unless you are emphasizing (it is considered shouting)
   d. Be courteous and respectful to other people on the list
   e. Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
   f. If the posting is going to be long, use line breaks and paragraphs
   g. Fill in a meaningful Subject Line
   h. Write your full name at the end of the posting
   i. Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

   NOTE: If you do not adhere to the guidelines for any posting, you will lose the points that would have been granted, and the instructor reserves the right to remove your posting and to deny you any further posting privileges.

   Refer to this link for additional help on netiquette:
   http://www.albion.com/netiquette/corerules.html

8. Cheating/Plagiarism/Academic Dishonesty:

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

NOTE: Students found plagiarizing or cheating will receive a zero on the course activity which could cause failure in the class and/or suspension or dismissal from the college.

9. Accommodation for Students with Disabilities:

Students with Disabilities: The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides "reasonable accommodations" to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored. ***Adapted from UTSA ADA syllabus statement.***

   ADA Officer for Students: Mr. Paul Leverington
   Address: Mesa Building 4243 /4901 E. University, Odessa, TX 79762
   Voice Telephone: 432-552-4696
   Email: ada@utpb.edu

10. Attendance and Class Participation:

Regular and active participation is an essential, unmistakably important aspect of this online course. The expectation of the instructor is that students will log on a minimum of three times every seven days. It is critical that you read all of the lecture and assignment materials as well as all of the public discussion materials. Your full participation ON A WEEKLY BASIS is not only a requirement; it is also an essential aspect of the online course process. All students are expected to do the work assigned, notify the instructor when emergencies arise, and make up assignments no later than the due dates.

NOTE: For summer classes students are expected to log in every day.

11. Tracking:

The learning management systems used to deliver this course have a tracking feature. This feature quantifies how often and when students are active in the course and also provides information if the student has accessed different pages of the course.

12. Absenteeism:

All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Thus, if you are ill for a prolonged time and cannot complete the activities, you must contact me and update the situation. You are expected to log into the course at least once a week. For summer courses you are required to log in every day. If I am going to be out because of ill health, attending a conference, etc. you will be notified through email.

Technical Requirements

Please visit the following page: http://www.utpb.edu/online/reach/technical-requirements You will find:
1. Requirements
2. Plug In Helper
3. Set up Information
4. Links to 24/7 Help Desk

Preparation for Computer Emergencies

Computer Crash
Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Server problems
When the Canvas server needs downtime for maintenance, the Canvas Administrator will post an announcement in your course informing the time and the date. If the server experiences unforeseen problems your course instructor will send an email.

Complete Loss of Contact
If you lose contact with me completely (i.e. you cannot contact me via Canvas or email), you need to call me at my office, and explain the reason you cannot contact me and leave me a way to contact you.

Lost/Corrupt/Disappeared files
You must keep/save a copy of every project/assignment on an external disk or personal computer. In the event of any kind of failure (e.g., server crash or virus infection, student's own computer crashes, loss of files in cyberspace, etc) or any contradictions/problems, I may/will request you to resubmit the files. In other words, if you submit a document to me, and I either do not receive it (lost in cyberspace) or it is corrupted when I open it, it is incumbent upon you to resend it to me, corrected, with little or no "downtime" in regard to the timeline for submission.

Student Support Services

SERVICE	CONTACT
	Testing Services & Academic Accommodations Department (432) 552-2630 http://www.utpb.edu/academics/undergraduate-success/TSAAD
Admissions & Registration & Transcripts	(432) 552-2605 http://www.utpb.edu/admissions
Advising	UTPB E-Advisor at http://cas.utpb.edu/academic-advising-center/e-advisor/
Bookstore	(432) 552-0220 http://www.bkstr.com/texas-permianbasinstore/home
Canvas Technical Support	1-866-437-0867 https://guides.instructure.com/
Financial Aid and Scholarship	(432) 552-2620 http://www.utpb.edu/campus-life/financial-aid
UTPB Library	(432) 552-2370 The J. Conrad Dunagan Library Online at http://library.utpb.edu/
Student Services	http://www.utpb.edu/campus-life/studentactivities/student-senate/committees/student-affairs
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for online course). Student Success Center: http://www.utpb.edu/academics/undergraduate-success/success-center

End-of-Course Evaluation & Instructor Evaluation

Every student must complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. There are three options to access the survey

1. You may follow the link in the email to complete the survey using the same credentials to access your courses here.
2. When entering Canvas you will see a list of surveys for you to complete
3. A button on the left hand menu bar will lead you to the survey from inside your course.

The survey is anonymous and you responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Important Dates

Refer to the academic calendar: https://www.utpb.edu/calendar/academic-calendar.pdf

ACTIVITY	DEADLINE	POINTS
Discussion Board 1	1/19/2020	20
Discussion Board 2	2/2/2020	20
Discussion Board 3	2/16/2020	20
Exam 1 on Ch 2,3,4	Open till 3/5/2020, 11.59 pm ; one attempt allowed 90 mins	180
Exam 2 Ch 5,6,7	Open till 3/5/2020, 11.59 pm ; one attempt allowed 90 mins	180
Sales Project A	2/2/2020 at 11.59 pm	

Exam 3 on Ch 8,9,10	**Open till 3/5/2020, 11.59 pm ; one attempt allowed 90 mins**	**180**
Final Exam on Ch 2-10	**Open till 3/5/2020, 11.59 pm ; one attempt allowed 240 mins**	**120**
Sales project B	**03/01/2020 at 11.59 pm**	**100**
		Total: 1000

- **Classes started on 1/13/2020 and the last day is 3/6/2020**
- **All deadlines at 11.59 pm on the date mentioned**
- **All due dates are US Central Time.**