MARKETING 425 - 001 – SALES MANAGEMENT  
Fall 2004  
TR 2:00 – 3:50, Room 213 CAB

Instructor: Larry H. Jarrell  
Office hours:  Monday, 11:00-12:00, 1:00-4:00  
           Tuesday, 8:00-10:00  
           Wednesday, 11:00-12:00, 1:00-4:00  
           Thursday & Friday, by appointment   
Office: 208B CAB  
Office Phone: 257-4306 / fax: 257-4253  
Email: ljarrell@cab.latech.edu

Course Materials  
2. Required readings: Handouts to be provided.

Course Description and Objectives  
This course is designed to provide an in-depth analysis of the sales management process and the specific issues, factors, and conditions that impact sales management decision-making. In so doing, the course will examine three interrelated processes: (1) the formulation of a sales program, (2) the implementation of the sales program, and (3) the evaluation and control of the sales program. A key objective of this course is to describe the sales management activities involved in each of these processes and their application, along with the internal and external factors that influence them.

The goals of this course are:  
1. To develop a clear understanding of the sales management process;  
2. To expose the student to the objectives of sales managers and to the various means of achieving these objectives;  
3. To emphasize the importance of recent trends in sales management and personal selling – innovation, technology, and leadership;  
4. To provide the student with an appreciation for, and interest in, sales management and personal selling.

Course Prerequisite: MKTG 307 – Personal Selling

Course-related Requirements:  
1. Three exams: The exams will cover all assigned text readings, class lectures, videos, cases, and assigned readings.  
2. Attendance: In accordance with University policy, attendance will be strictly monitored at each class session. A percentage of the final grade will be based on the number of classes attended.
3. **Participation**: Class participation will be evaluated and graded on an extra credit basis.

**Student Evaluation**

**Grading** – final grades will be determined by the student’s performance in each of the course requirements. The student’s numeric scores for each of the course requirements will be computed based on the following allocation of 100 points (percentage basis also provided):

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>31 (31%)</td>
</tr>
<tr>
<td>Exam 2</td>
<td>31 (31%)</td>
</tr>
<tr>
<td>Exam 3</td>
<td>31 (31%)</td>
</tr>
<tr>
<td>Attendance</td>
<td>7 (7%)</td>
</tr>
</tbody>
</table>

100 points

Final grades will be assigned *approximately* as follows:

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

**Please note:** A final grade of 89.4 *will* result in a final letter grade of “B”; a 79.4...a “C”;...and so on. “Rounding up” between 89.5-89.9 (and so on) is optional, is at the sole discretion of the instructor, and will be based primarily on student attitude over the course of the term.

- **Exams** - Exams may be made up of short-answer, true/false, essay, and multiple-choice questions.

- **Attendance** - A total of 7 percent of the final grade will be dictated by one’s attendance. Missing a class is equivalent to missing 5% of the course's lectures. As such, you are expected to attend all classes. The following system will be used to allocate attendance points:

<table>
<thead>
<tr>
<th>Attendance Status</th>
<th>Points Received</th>
<th>Points Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfect attendance</td>
<td>7 points (7%)</td>
<td>None</td>
</tr>
<tr>
<td>Miss 1 class</td>
<td>6 points (6%)</td>
<td>Miss one class, lose 1 point</td>
</tr>
<tr>
<td>Miss 2 classes</td>
<td>5 points (5%)</td>
<td>Miss a second class, lose 1 additional point.</td>
</tr>
<tr>
<td>Miss 3 classes</td>
<td>4 points (4%)</td>
<td>Miss a third class, lose 1 more point.</td>
</tr>
<tr>
<td>Miss 4 classes</td>
<td>2 points (2%)</td>
<td>Miss a fourth class, lose 2 more points.</td>
</tr>
<tr>
<td>Miss 5 classes</td>
<td>0 points (0%)</td>
<td>Miss a fifth class, lose 2 more points.</td>
</tr>
</tbody>
</table>

Please note that you will not receive credit for attending only part of a class lecture. Credit for attendance on exam days will be given *only* for lecture attendance, if any, not for exam attendance.

Absences *may possibly* be excused with (1) appropriate documentation (e.g., doctor’s note) and (2) an Excused Absence Form signed by the student testifying to the reason for the absence. This form must be turned in within two days of the absence. You must also show your instructor a *copy of the lecture notes* from the class that you missed before the excuse can be considered.

Out of respect for the class, and in consonance with real-world business policies, students are expected to arrive on time for class. Students may lose one attendance point (1% of overall grade) after arriving late for class an excessive number of times. The number considered “excessive” is at the discretion of the instructor.
Please note: class attendance is often (about 30-40% of the time) critical in determining borderline final grades. A single absence often determines whether a student gets an A instead of a B; B instead of a C; and so on. You should not ignore the impact attendance will have on your final grade.

**Preparation and Participation**
Each student is expected to prepare for, participate in, and contribute to, class lecture and discussions. Merely answering questions directed at you does not solely constitute class participation. You should volunteer your views, thoughts, comments, insights, and personal experiences on a consistent basis over the course of the semester.
Course Policy for MKT 300

All of the policies of the College and the University, including those described in the Student Handbook and University Bulletin, regarding class conduct, attendance, etc. will be strictly enforced. You are encouraged to read this material.

- **Office Hours** – Office hours are listed on the first page. However, should the scheduled hours conflict with your schedule, do not hesitate to set an appointment with me. I will meet with you at any reasonable time—elevens and weekends included—to discuss class-related matters with you. This is my commitment to you as your instructor. If you have questions about the material covered, or if you have any concerns about your performance at any time throughout the term, please stop by to see me. I encourage you to meet with me at least once during the term (preferably in the first few weeks) and as needed.

- **Reading assignments and class discussion** – Students are expected to keep current on reading assignments and be prepared to discuss the material each day. Students should use the lecture to raise and clarify issues remaining unresolved from the readings. Students will be called on to discuss in a substantive manner the key material presented in the text, case, and handout assignments.

- **Missed quizzes or exams** – Make-up exams or assignments will not be given.

- **Late assignments** – assignments are due on the lectern before class on the due date. Assignments handed in after this time will have 5% deducted from the grade; 10% per day thereafter.

- **Academic Dishonesty** – University policy with respect to academic misconduct will be strictly enforced. Any attempts at cheating, plagiarism, or facilitating academic dishonesty will be severely dealt with and may result in a penalty of an “F” for the course. Students are advised to read the Academic Misconduct section of the current University Bulletin. Please be aware that misrepresentation on Excused Absence forms is grounds for academic misconduct. Also, signing another person’s name on the Class Attendance sheet or having knowledge that someone signed for you in your absence will also be considered academic misconduct.

- **Exam Possession** – Under no circumstances should you take an exam out of the classroom. All exams are to be returned to the professor after the exam is taken and after the exam has been temporarily returned for review. Possession of an exam given in this course outside the classroom will be considered an honor violation.

- **Attendance** – Class attendance will be a critical part of meeting the requirements of this course. In the unfortunate event that a student misses a class, the student is responsible for any material presented or handed out in class as well as any additional assignments and/or administrative announcements. Absences – excused or unexcused – do not excuse a student from turning in an assignment. You are encouraged to complete assignments early in anticipation of an emergency absence.

- **Canceled classes** – Classes are not automatically canceled if the instructor does not arrive after 15-20 minutes. You are expected to stay in class until class is officially canceled in person by a faculty or administration member. In the event that the class’ building is closed in an emergency (power shut-off, etc.), exams will not be postponed but will instead be completed in the library. Disrupted lecture classes will be moved to another building, if possible.

- **Arriving on time** – Late arrival disrupts lectures and is disrespectful to your instructor and classmates. You are expected to arrive on time. You will lose attendance points if you are late an excessive number of times.

- **Class dismissal** – You are asked to remain seated and attentive until class is dismissed by the instructor.

- **Sound-emitting personal items/devices** – You are expected to turn off/mute all devices that emit sounds and noises that may interrupt the class (e.g., cellular phones, pagers, watch alarms). If an occasion arises in which you may need to receive a phone call, please inform your instructor before class. If you leave a class to answer a call or pager without previously notifying your instructor, you will not be allowed to return to class.

- **Students with disabilities** – If a student has a disability or handicap requiring special consideration, please inform the instructor so that the appropriate accommodations can be arranged. Students should first be registered with the DSS office and have the appropriate DSS memorandum stating the particular accommodations that should be provided.

- **Final grade questions** – In the event of a question regarding an exam grade or final grade, it will be the responsibility of the student to retain and present graded material that has been returned for student possession during the quarter.

- **Note**: Effective Fall 2003, all students pursuing a degree in the College must earn a “C” or higher in all courses in their major area. For example, all marketing majors will be required to earn a “C” or better in all marketing courses; all finance majors will be required to earn a “C” or better in all finance course; etc. This policy does not apply to courses taken prior to September 2003. Additionally, you are responsible for taking courses in the proper order and with the appropriate prerequisites. If you take a course without the designated prerequisites(s) and/or foundation courses, you will not be given credit for the course.