



# SALES STRATEGIES

3-0-3.0

Date: 1/6/12

**COURSE NUMBER:** MKT 221

**PREREQUISITE(S):** ENG 032\*, RDG 032\* with a minimum grade of "C"

**CO-REQUISITE(S):** None

**COURSE DESCRIPTIONS** This course is a study of the organization and function of sales management, with emphasis on sales forecasting and the hiring and training of sales personnel.

**TEXTBOOK(S):** Hair, Joseph F., Anderson, Rolph E., Mehta, Rajiv, Babin, Barry J. (2009). Sales Management: Building Customer Relationships and Partnerships. Boston: Houghton Mifflin. (ISBN#0-618-72101-0)

**REFERENCE(S):** None

**OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT:** Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

**METHOD OF INSTRUCTION:** This course will be taught via the Internet using online lecture notes, discussion board, and electronic messaging.

**GRADING SYSTEM:**

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

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in final grade calculation.

**GRADE CALCULATION**

Tests	=	30%
Assignments	=	10%

<b><u>METHOD:</u></b>	Discussions	=	10%
	Final Project	=	25%
	Final Exam	=	25%
		=	<u>100%</u>

There are no make-up tests. If an emergency arises and you are unable to be present for a test, call or e-mail your instructor immediately.

A grade of zero (0) will be assigned for projects, questions, or assignments not turned in.

**CONFIDENTIALITY:** All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE ONLINE BEHAVIOR:** The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
  - ✓ Harassment
  - ✓ Unlawful solicitation
  - ✓ "Spamming"
  - ✓ "Flaming"
- Use of online editing tools within the course management software to:
  - ✓ Create offensive material
  - ✓ Link to inappropriate materials

**ATTENDANCE POLICY:** An electronic e-mail is required from each student to the instructor by the end of the drop/add period. At this time the Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

**ACADEMIC  
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

**CLASS/LAB  
PROCEDURES:**

The textbook is a learning resource. It is the responsibility of the student to read and follow each assigned chapter. The instructor will not stand and read the textbook to students. Additional outside materials will be integrated with textbook discussion. Students are responsible for textbook materials, instructor's notes, and external learning materials.

**ACCOMMODATIONS:**

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services. You may contact Student Disability Services by calling, (864) 592-4811, toll-free 1-800-922-3679; via email through the Spartanburg Community College web site at <http://www.sccsc.edu/SDS/>; or by visiting the office located in the Dan Lee Terhune Student Services Building, room 112 of the Spartanburg Community College campus.

By contacting Student Disability Services early in the semester, students with disabilities give the College an opportunity to provide necessary support services and appropriate accommodations.

**The Learning Center**, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours

**Inclement Weather Schedule:**

- Check STC Web Site: [www.sccsc.edu](http://www.sccsc.edu)
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

**PROGRAM DIRECTOR**

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**COURSE OUTCOMES  
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Describe the Personal Selling Function
  1. Describe the sales management process
  2. Identify sales management trends
  3. Explain the importance of an effective sales manager
  4. Describe the contributions of personal selling
  5. Summarize the personal selling approaches
  
- II. Distinguish the Strategic Role of the Sales Function
  1. Differentiate the corporate, business, and marketing strategies
  2. Describe organizational behavior
  3. Distinguish between the types of sales strategies
  4. Differentiate the sales organizational concepts and structures
  5. Review forecasting techniques
  
- III. Describe the Issues Associated with Developing the Sales Force
  1. Describe the recruitment and selection process
  2. Describe legal and ethical considerations
  3. Summarize the sales training process
  
- IV. Differentiate the Elements Associated with Directing the Sales Force
  1. Define leadership
  2. Summarize leadership styles
  3. Describe problem areas in leadership
  4. Differentiate the various types of compensation systems
  5. Describe guidelines for motivating and compensation salespeople
  
- V. Explain the Processes for Evaluating Sales Force Effectiveness and Performance
  1. Explain benchmarking
  2. Summarize sales organizational effectiveness and evaluation areas
  3. Identify key issues in evaluating and controlling sales force performance
  4. Describe the importance of maintaining job satisfaction for the sales force

- VI. Analyze the Sales Career
  - 1. Analyze the opportunities associated with the sales career