

MRKT 458-002
Sales Force Management - Spring 2016

Professor:	Laura McLeod
Office:	College of Business Administration, 314
Contact E-mail	lmcleod2@unl.edu (for contact, but not for submitting assignments)
Office Phone	402-472-2204
Office Hours	Tuesdays/Thursdays 9:45am – 10:45am and by appointment
Class Location	College of Business Administration, 212
Days/Time	Tuesdays/Thursdays 11:00am – 12:15pm
Course Website:	Blackboard, MRKT 458 (McLeod)

Pre-Requisites:

MRKT 341 Principles of Marketing

Required Text Books and Material

1. Text Book: *Sales Force Management*, 11th edition. Publisher Routledge. Authors: Mark W. Johnston and Greg W. Marshall
2. Simulation Game: *MARS Sales Management Simulation*. This simulation game will be played in teams. Blackboard has instructions on how to register for the game and purchase the access code online. The cost of playing this game is \$100 per team. Each team will have to purchase an access code and divide the cost.

NATURE OF THE COURSE

The functions and activities of a sales force are so important -- and different -- that many major firms have developed separate recruiting, selection, training, compensation, and motivation programs aimed primarily at the sales force. This course is designed to introduce you to the area of sales force management. The course follows a lecture-discussion format with some individual and group work activities. The lectures will be supplemented with videos, case analyses, a simulation game, and visits with guest speakers.

In this course: you will:

- Achieve a basic knowledge of the issues involved in managing a sales force.
- Improve critical thinking skills that can be applied to sales management situations.
- Enhance your oral and written communication skills.
- Gain experience learning from, and working with others.
- Obtain exposure to the diversity in the workplace and expectations of potential employers.

COURSE COMPONENTS

To meet these objectives, the course includes the following components. Some of these components are individual components, others are team-based.

INDIVIDUAL COMPONENTS

Exams

There will be three exams covering the text, lectures and videos. From these three, I will count the best two exams for your final grade. The exams will be weighted equally (100 points each) and are not cumulative. There will be no make-up or early exams. If you miss one exam due to an illness, interview, or other conflict, I will base your grade on the remaining two exams.

Attendance and Participation

I want to create an environment in which we can all enjoy and benefit from rich discussions. To do this, please read the material beforehand and come prepared to talk about the material.

To encourage this, a portion of your course grade will depend on your attendance and participation.

- Your participation will be determined based on the quality of your input in class. Sheer quantity of comments, with minimal depth or relevance to the focal issues will carry little weight. Please note that attendance only accounts for half this grade. Hence, if you have a perfect attendance record, but never participated in class, you can expect to receive only half the points; the remaining half would have to be earned through participation. Unprofessional behaviors such as, coming late to class, leaving early without permission, falling asleep or being disruptive, will affect your grade.
- We will also often do short group/partner work in class – you may be given an index card to jot down your group's thoughts. Please turn these in after class with names so they can be counted toward your participation grade.

Missing Class: If you want to be excused from class for a valid reason (e.g., job interview), check with me beforehand, preferably through email. If you are unable to attend class because you fall sick or have some last minute emergency, send me an email or leave a message in my voice mailbox before class. For excused absences, I will give attendance points for the class, but you should not expect to receive any participation points, since you were not there to participate in the learning process. No points will be awarded for unexcused absences. Further, if you miss more than 25% of the classes, you should not expect a passing grade in the course irrespective of your performance on the tests and other components of the course.

TEAM COMPONENTS

Simulation Game

The purpose of the simulation game is to provide you with an opportunity to apply the concepts you learn in class to a dynamic simulated environment. This game will be played in teams. I will assign the teams early in the semester. The simulation will be run over the duration of the semester. You will have two trial runs to familiarize yourself with the game. At the end of the trial periods, all previous scores will be erased and each team will start fresh. The actual game will be played over eight time periods.

The simulation decisions have to be uploaded to the game's web-site by 3:30 p.m. on the days indicated. If you are late in uploading your decision, I will run the game without your input for that period. Game results may be downloaded the same evening.

Toward the end of the semester, each team will be required to make a short presentation (approx. 10 minutes) discussing its strategy and analyzing its performance in the game.

Case Analyses

We will be discussing several cases in this course. These cases help you look at practical problems, analyze them critically, and develop solutions consistent with the analysis. Early in the semester, I will form teams. Each team is expected to analyze the case and give me a short report for every case. The reports should be about 4-5 typed pages, and answer the discussion questions that have been provided for each case. Late reports will be penalized. It is your responsibility to insure that all work submitted by you and your team-mates is free from plagiarism. I will be checking all case reports through SafeAssign.

POLICIES AND ADMINISTRATIVE INFORMATION

Students with Disabilities

Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska-Lincoln to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. To receive accommodation services, students must be registered with the Services for Students with Disabilities (SSD) office, 132 Canfield Administration, 472-3787 voice or TTY.

Academic Honesty

Academic dishonesty will **not** be tolerated. All university and college regulations concerning withdrawal and academic honesty will apply. Please familiarize yourself with UNL's Student Code of Conduct and policies regarding plagiarism, cheating on examinations, unauthorized collaboration, falsification and multiple submissions. Ignorance of academic honesty guidelines is not an excuse. I reserve the right to request an explanation of any assignments or projects. If a proper explanation of the work cannot be provided by the student who submitted the assignment, I will assume the work was done by an outside source and consequences appropriate for academic dishonesty will be initiated. For more information regarding Academic Integrity, including 'What is Cheating,' 'Ambiguous Situations,' 'Collaboration,' 'Citing Sources,' and 'Submitting the Same Work for Two Course,' please see:

http://www.unl.edu/ous/academic_tips/integrity.shtml.

The penalties for academic dishonesty are severe and could result in receiving an F on the test or assignment, an F in the class or potentially expulsion from the university. ALL incidents of academic dishonesty will be reported to the Dean of Students at UNL, who will place a report in their file. Two or more such reports generate an automatic meeting between the student and the Dean of Students.

If plagiarism or other forms of academic dishonesty are found on a group work assignment, it is possible that every member of the group will be punished. If a group member suspects a portion of the project/paper submitted has been plagiarized, it is to the student's advantage to check with that group member or else risk being involved in a group plagiarism situation. Please note the CBA Policy on Academic Integrity.

CBA POLICY ON ACADEMIC INTEGRITY

Per the UNL Student Code of Conduct: "The maintenance of academic honesty and integrity is a vital concern of the University community. Any student found guilty of academic dishonesty shall be subject to both academic and disciplinary sanctions."

A. Academic dishonesty includes, but is not limited to, the following: Copying or attempting to copy from an academic test or examination of another student; using or attempting to use unauthorized materials, information, notes, study aids or other devices for an academic test, examination or exercise; engaging or attempting to engage the assistance of another individual in misrepresenting the academic performance of a student; communicating information in an unauthorized manner to another person for an academic test, examination or exercise; plagiarism; tampering with academic records and examinations; falsifying identity; aiding other students in academic dishonesty, and other behaviors in the student judicial code of conduct, Article III section B (stuafs.unl.edu/dos/code)

B. The penalties for academic dishonesty will be severe, and may range from receiving a failing grade on the test or assignment, failing the course in which academic dishonesty took place, or the possibility of expulsion from the university. Faculty will report all cases of academic dishonesty to the Dean of Students at UNL, who will place a report in the student's permanent file. A file of academic integrity violations will also be maintained by the College of Business.

C. If you copy, or substantially copy, work from anyone else on a paper, the work must be put in quotes and the source(s) cited. Otherwise, it is plagiarism. If plagiarism or other forms of academic dishonesty are found on a group work assignment, it is possible that every member of the group will be punished. It is to your advantage to check out anything that does not seem like the work of your group members or colleagues. Written assignments are subject to verification using Safe Assignment for plagiarism.

GRADING AND EVALUATION CRITERIA

	POINTS
Simulation Game	100
Case Reports (4 @ 25 points each)	100
Exams (Best 2 @ 100 points each)	200
Attendance and Participation	100
TOTAL	500

The following grading scale will be used to determine your final grade:

A+	97% or higher
A	93-96%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%

C	73-76%
C-	70-72%
D+	67-69%
D	63-66%
D-	60-62%
F	Below 60%

Please Note

For all team related components, I will ask you to conduct peer-evaluations at the end of the semester. Individual scores will be adjusted around the team scores, based on the evaluations I receive.

Class Schedule**MRKT 458-002 – Spring 2016**

(May be revised as needed)

Class # Date	Topics	Assignment DUE
1 - 1/12	<ul style="list-style-type: none"> • Introduction to the course • Overview of sales management 	Read Chapter 1
2 - 1/14	We will cover Chapter 1 in more detail and Chapter 2 <ul style="list-style-type: none"> • Overview of sales management (continued) • The process of buying and selling 	Read Chapter 2
3 - 1/19	<ul style="list-style-type: none"> • Strategic role of selling and sales management 	Read Chapter 3
4 - 1/21	<ul style="list-style-type: none"> • Organizing the sales force 	Read Chapter 4
5 - 1/26	<ul style="list-style-type: none"> • Demand estimation 	Read Chapter 5
6 - 1/28	<ul style="list-style-type: none"> • Quotas • Sales Territories 	Chapter 5 (contd.)
7 - 2/2	<ul style="list-style-type: none"> • Introduction to the Simulation Game • Work on simulation game in class <p>Each team to bring a laptop to class</p>	Read the game instructions before coming to class. Trial Period 1 decisions due
8 - 2/4	<ul style="list-style-type: none"> • Work on simulation game in class 	Trial Period 2 decisions due
9 - 2/9	<ul style="list-style-type: none"> • Case Analysis 1 	Case Report Due Trial Period 3 decisions due
10 - 2/11	<ul style="list-style-type: none"> • Guest Speaker – Assurity 	Trial period results will be erased and the game reset
11 - 2/16	<ul style="list-style-type: none"> • Role perceptions and satisfaction 	Read Chapter 6 Period 1 decisions due
12 – 2/18	EXAM 1 (Chapters 1-4)	

CLASS # DATE	TOPICS	ASSIGNMENT DUE
13 - 2/23	<ul style="list-style-type: none"> Motivating the sales force 	Read Chapter 7 Period 2 decisions made
14 - 2/25	<ul style="list-style-type: none"> Case Analysis 2 	Case Report Due
15 - 3/1	<ul style="list-style-type: none"> Personal characteristics and sales aptitude Sales Training Complete mid-course feedback form in class 	Read Chapters 8 & 10 Period 3 decisions due
16 - 3/3	<ul style="list-style-type: none"> Sales force recruitment and selection 	Read Chapter 9
17 - 3/8	<ul style="list-style-type: none"> EXAM 2 (Chapters 5-8) 	Period 4 decisions due
18 - 3/10	<ul style="list-style-type: none"> Compensation and incentive programs 	Read Chapter 11
19 - 3/15	<ul style="list-style-type: none"> Guest Speaker – Northwestern Mutual 	Period 5 decisions due
20 - 3/17	<ul style="list-style-type: none"> Case Analysis 3 	Case Report Due
21 - 3/22	<ul style="list-style-type: none"> NO CLASS - Spring Break 	
22 - 3/24	<ul style="list-style-type: none"> NO CLASS - Spring Break 	
23 - 3/29	<ul style="list-style-type: none"> Sales and Cost analysis 	Read Chapter 12 Period 6 decisions due
24 - 3/31	<ul style="list-style-type: none"> Behavior and Performance analysis 	Read Chapter 13
25 - 4/5	<ul style="list-style-type: none"> Case Analysis 4 	Case Report Due Period 7 decisions due
26 - 4/7	<ul style="list-style-type: none"> Guest Speaker – NRC 	
27 - 4/12	<ul style="list-style-type: none"> EXAM 3 (Chapters 9-13) 	Period 8 decisions due
28 - 4/14	<ul style="list-style-type: none"> Ethics 	
29 - 4/19	<ul style="list-style-type: none"> Team presentations 	
30 - 4/21	<ul style="list-style-type: none"> Team presentations 	
31 - 4/26	<ul style="list-style-type: none"> Team presentations 	
32 - 4/28	<ul style="list-style-type: none"> Course Wrap-up Course/Instructor Evaluations 	