SNL BA Syllabus

1. DePaul School for New Learning On-Campus BA Degree

2. FA 208 - Successful Sales and Marketing Management for Business Today

3. Term and Year
   Fall Term 2017   Wednesdays 6:15 p.m. to 9:30 p.m.  4 Credit Hours

4. Instructor Information
   Faculty:    Clifford L. Ratza
   Email Address: cratza@depaul.edu
   Office Hours: Before class at O’Hare Campus as requested

5. Dates
   Sept. 6 – November 14

6. Location
   O’Hare Campus

7. Course Description
   Sales and Marketing Management are two of the most important functions in business today. They are focal points for managing customer relations and product offerings, and are critical for sustaining profitability and growth. They draw on a broad spectrum of skills and offer many desirable career paths for both entry level as well as experienced persons. Anyone working in business will benefit from understanding the Sales and Marketing Management functions because they impact so many aspects of a company.
   Sales and Marketing Management techniques are applicable in every business setting, and the basic framework and details apply in all of them. The purpose of this course is to present a practical, contemporary framework for Sales and Marketing Management. It starts with a description of where Sales and Marketing Management fit in a company, and presents basic sales and market analysis techniques for determining company position in the market. From there it explores modern sales techniques for facilitating the customer’s buying decision. It then covers the major Sales Management job functions, such as Territory Management and Sales Training. The course then covers the Marketing Management functions of Product/Brand, Market Research, Advertising/Promotion, Pricing and Place. The course concludes with a discussion of current interest topics in Marketing.
   Students will learn Sales and Marketing Management via course lectures, textbook reading, Internet searches and independent research at the company they work for. The class will be divided into teams whose Course Assignment is to apply the course material to a Sales and Marketing Management Case Problem of their own choosing. Overall course grade will be determined by class
participation, how well they do weekly homework assignments and how well their teams apply the course material to their Case Problem.

**Text Books and Learning Resources:**

“Sales Management De-Mystified” by Robert Calvin  
McGraw Hill  
REQUIRED

“Kellogg on Marketing” Second Edition edited by Tybout and Calder  
John Wiley and Sons  
ISBN 978-0-470-58014-1  
REQUIRED

**8. Competencies and Outcomes**

| H-2-X: Understands the economic supply chain from raw material to end-user consumption and can determine where and how different types of business entities fit. |

1. Understands the supply chain components of raw materials supplier, manufacturer, distributor, retailer and end-user, and knows how value-added creation determines which components are utilized.
2. Understands how companies determine their role in the supply chain and organize to maximize their efficiency when implementing it.
3. Comprehends how Sales Management coordinates supply chain functions for the company.

Students learn and demonstrate this competence through assigned text readings, Internet searches for articles expanding on what was covered in lecture, as well as independent research at the company they work for. In addition, students will apply these concepts to a Case Study Project.

**H-3-X: Can understand and apply sales and marketing management techniques to succeed in managing customer relations and contributing to a firm’s sustained profitability and growth.**

1. Understands how Features/Advantages/Benefits drive the customer purchasing decision.
2. Knows modern sales techniques that facilitate the customer buying decision.
3. Realizes that customer service after the sale is critical for maintaining long-term relations with both suppliers and buyers.
4. Is aware of personal and psychological aspects for getting along with business partners.

Students learn this from the class focus on modern selling techniques, customer service and personal sales skills. Assigned text readings, classroom lecture and discussion, Internet searches and independent research at their company will help them learn this in the context of overall Sales Management.

**S-3-F: Can analyze the integration of new technology into a specific field of human endeavor from at least two perspectives.**

1. Understands how technological change is a driving force behind the new products and services offered by businesses today. Realizes that businesses must proactively utilize new technologies in order to remain competitive and profitable.
2. Analyzes the significance of the integration of new technology into the economic supply change from the buyer and seller perspectives, and how both benefit from the change.

Students learn this competence by analyzing the impact of technology on the new products and services offered in businesses today. They study it through Sales and Marketing Management, and how it appears to and impacts buyers and sellers. Assigned text readings, classroom lecture and discussion, Internet searches and independent research at their company will allow them to learn this in detail.

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<tr>
<th>F-X: Understands and is able to apply a portfolio of techniques and tools for managing the sales and marketing functions of an organization.</th>
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<tbody>
<tr>
<td>1. Knows how to analyze a company’s sales results in an overall market context.</td>
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<tr>
<td>2. Understands sales and marketing techniques for facilitating the customer’s buying decision.</td>
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<td>3. Knows the components of a contemporary Sales and Marketing Management Model.</td>
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<td>4. Is aware of the personal and psychological skills that make for Sales and Marketing Management excellence.</td>
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<tr>
<td>5. Understands which topics are of special interest today in Sales and Marketing.</td>
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Students learn and demonstrate this competence through assigned text readings, Internet searches for articles expanding on what was covered in lecture, as well as independent research at the company they work for. Primary emphasis will be placed on how to facilitate the customer’s buying decision, and how the Sales Management Organization is structured to maintain long-term customer relations. In addition, students will apply these concepts to a Case Study Project.

Outcomes -
Upon completion of this course, it is expected that students will have a basic understanding and ability to apply the following skills:

- Understands the supply chain from raw materials to consumer, and can determine where a company fits in it.
- Knows how and where Sales and Marketing Management fits into an organization.
- Understands the diverse tasks controlled by Sales and Marketing Management.
- Is able to apply corporate strategies and technological change to develop a sales and marketing plan.
- Knows how to convert sales data into information for evaluating and redirecting sales and marketing activities.
- Knows modern techniques for closing sales and managing sales territories.
- Is able to evaluate and incorporate technological change into Sales and Marketing Management.
- Knows personal, psychological and leadership skills for Sales and Marketing Management.
- Understands which topics are of special interest in Sales and Marketing today.
9. Learning Strategies and Resources—
General: The course utilizes these learning modalities: classroom lecture and discussion; assigned readings; collaborative learning within a team setting; Internet searches on specific topics; field research at the students’ companies. They reinforce one another and facilitate understanding all aspects of Negotiation. Please note that class attendance and participation are expected. Students who miss a lecture must contact their team members to find out what they missed. No more than two absences are allowed.

Competence-Specific: Different learning modalities may be more important in the different competencies. For example, collaborative learning is emphasized in H-3-X Competence, while assigned reading is emphasized in H-2-X Competence. Students will be given an opportunity to emphasize a particular learning modality if this helps them meet their Competence requirements.

Text Books and Learning Resources—

10. Learning Deliverables -
Students will submit the following work to demonstrate they have adequately learned the course’s subject matter:

- Weekly Homework Assignment. Weekly homework consists of a written paper summarizing the topics covered and the results of discussing the material with a “company sponsor”. The paper also compares and contrasts the topics with what is presented in another book or article found on the Internet.
- Team Assignment. The class is divided into Teams. Each Team will identify a Sales Management problem of their own choosing and apply the course concepts to analyze, develop and present a solution.
- Team Presentation. Each Team will prepare and present to the class the results of their problem solution.
- Classroom Discussion. There will be open discussion of material covered. All students are expected to participate and will be evaluated on how well they do so.

It is likely that the H-2-X and H-3-X competencies will rely more on Team Project and classroom presentation/discussion to demonstrate mastery. S-3-F, and F-X will rely more on the written materials. Homework and Team assignments must be submitted at class in hardcopy format and on time. Late work is not accepted without a valid reason.

11. Criteria for Assessment –
Written assignments will be graded on how well students follow the documentation guidelines, as well as their accuracy, thoroughness and clarity. No late work will be accepted. Classroom presentation/discussion will be graded on how often and well students apply proper business communication skills plus their accuracy.
Written Work Will be Evaluated As Follows:

A= designates work of high quality; reflects thorough and comprehensive understanding of the issues at hand; reflects a clearly identifiable thesis and argument that demonstrates cogent and creative development and support of idea.

B= designates work of good quality; reflects clearly organized and comprehensive understanding of issues at hand; presents substantive thesis and argument with evident development and support of ideas.

C= designates work which minimally meets requirements set forward in assignment; reflects some organization and development of ideas but develops argument in superficial or simplistic manner; may only address part of the assignment or be otherwise incomplete.

D= designates work of poor quality which does not meet minimum requirements set forth in the assignment; demonstrates poor organization of ideas and/or inattention to development of ideas, grammar, and spelling; treatment of material is superficial and/or simplistic; may indicate that student has not doe reading assignments thoroughly.

12. Class Grading -
Each Student can accumulate 100 points for individual work as follows:
Eight homework assignments each worth 10 points 80
Ten Weeks Class Participation each worth 2 points 20

Each Student can accumulate 100 points for Team Work as follows:
Team Project write-up 80
Team Project Presentation 10
Team Leader 10

Grading Guidelines:  A  85% or higher
B  75% to 85%
C  60% to 75%
D  40% to 60%

The following table shows which competencies are emphasized in the different assignments:

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>COMPETENCIES USED</th>
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<tbody>
<tr>
<td>8 Homework Assignments</td>
<td>S-3-F  H-2-X  H-3-X  F-X</td>
</tr>
<tr>
<td>10 Weeks Class Participation</td>
<td>H-2-X  H-3-X  F-X</td>
</tr>
<tr>
<td>Team Assignment</td>
<td>S-3-F  H-2-X  F-X</td>
</tr>
<tr>
<td>Team Assignment Presentation</td>
<td>H-3-X</td>
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<tr>
<td>Team Leader</td>
<td>H-3-X  F-X</td>
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13. Class Schedule –
(Each week’s class will devote some time to a discussion of previous week’s material.)

Assignment: Read Introductory Sections, Chapters 1 and 11 of text “Sales Management De-Mystified”. Search the Internet for Sales Plan and Marketing Plan templates/outlines. Class divides into Project Teams and each team begins looking for a Sales and Marketing Management Case to analyze. Each student identifies a “company sponsor” with whom they will discuss Sales and Marketing Management. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article. Each team tabulates the sources of information for their Sales Plan and Marketing Plan templates/outlines and shares them with the other teams.

Week 2: Sales and Market Analysis. Differences between Sales Analysis and Market Analysis. Sources of data. The analytic report format.
Assignment: Read Chapters 2 and 3 of text “Sales Management De-Mystified. Project Teams begin finalizing their Case selection and deciding how to handle the analysis. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article.

Week 3: Focus on Sales Management. Sales Force Training; Sales Techniques; Sales Meetings and Programs.
Assignment: Read Chapters 4, 5, and 6 of text “Sales Management. Teams keep working on their Case. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article.

Week 4: Focus on Sales Management. Territory Management and Reporting; Sales Force Automation.
Assignment: Read Chapters 9 and 10 of text “Sales Management”. Teams keep working on their Case. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article.

Week 5: Focus on Sales Management. Sales force compensation, motivation and evaluation.
Assignment: Read Chapters 7, 8, 12, 13, 14 of the text “Sales Management”. Teams keep working on their Case. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should
include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article.

Assignment: Read Chapters 1, 2, 4, 5, 6, 13 of text “Kellogg on Marketing”. Project Teams keep working on their Case. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article.

Assignment: Read Chapters 9, 10, 11, 14 of text “Kellogg on Marketing”. Project Teams keep working on their Case. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article.

Week 8: Focus on Marketing Management. Corporate Culture and Business Ethics.
Assignment: Read Chapter 7 of text “Kellogg on Marketing” and posted articles. Project Teams keep working on their Case. Each student prepares a paper summarizing the concepts learned that week and the results of discussing it with their sponsor. The paper should include these sections: This Week’s Learning; Company Discussion; Comparison and Contrast with another Book/Article.

Assignment: Read chapters 3 and 18 of text “Kellogg on Marketing”. Teams finalize their Case write-ups and presentation.

Week 10: Project Team Class Presentations. Each team presents a summary of their Case. Case write-ups are turned in.
Course Wrap-up. Class discussion regarding how well course met students’ objectives.

14. DePaul University Academic Policies
See additional information pertaining to the grade designations for undergraduate grades. See Pass/Fail Grading Options.

This course includes and adheres to the college and university policies described in the links below:
Academic Integrity Policy
Incomplete Policy
Course Withdrawal Timelines and Grade/Fee Consequences
Accommodations Based on the Impact of a Disability
Protection of Human Research Participants

Course Resources
University Center for Writing-based Learning
SNL Writing Guide
Dean of Students Office

Biographical Sketch:
Clifford Ratza has more than 20 years Sales, Marketing, Project Management and Systems Development experience at major corporations such as Johnson and Johnson and Discover Card, where he is currently Consulting Analyst. He holds a PhD in Applied Mathematics with supporting degrees in Physics and Computer Science, as well as an MBA from the University of Chicago. He has combined his professional business career with Adjunct Professor teaching assignments in Business and Project Management, Computer Programming and Mathematics.