

Dixie State College Hazy School of Business



Mission Statement Summary

Dixie State College is a publicly supported institution of higher education that strives to enrich its community and the lives of individual students by providing associate and baccalaureate degrees and certificates, by fostering lifelong learning, and by sponsoring activities and events that meet the educational and cultural needs of its regional constituents.

Dixie State College accomplishes these objectives directly by delivering excellent teaching in a learning environment recognized for its personal relationships, values, service, diversity, and open access, and by creating strategic partnerships for learning opportunities.

MKTG 3515 01 – Sales Management - CRN: 25289

Instructor: Bryon C. Geddes

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Office Hours: Monday and Thursday 2:00-4:00 p.m.

The designated course e-mail address is: geddes@dixie.edu

This information is current for a period of **90 days** from the date of issue.

Course Outline: *Spring Semester 2012, Tue, Thu 10:30 – 11:45 a.m.*

This course outline provides the instructional framework for the course. By carefully reviewing the content contained herein, you will be able to formulate a study plan that will effectively guide you through the course to its completion.

Course Description

Welcome to MKTG 3515 Sales Management! This course is designed for students to gain practical experience in using technology to understand the critical role marketing places on stakeholder satisfaction. Students will get hands-on experience in using Customer Relationship Management (CRM) software. The course will define specific elements of customer behavior and applied technology used to establish and build stronger, lasting relationships for the sustainable business model. Students will learn basic functions of sales

force management, both in business-to-business and business-to-consumer environments. Students taking this course will learn salesperson effectiveness, deployment of structured sells and marketing communication(s), as well as optimal organizational design to support the technology aspect of enhance customer communications.

Prerequisites: CIS 2010; MKTG 3010; and STAT 2040

Course Textbook

1. Holmes, Chet The Ultimate Sales Machine
2. InsideSales CRM account
3. Valid e-mail account
4. Appropriate technology meeting Dixie State College of Business requirements

Course Objectives/Learning Outcomes

At the conclusion of this course, the student should be able to:

1. Demonstrate proficiency in the use of Customer Relationship Management (CRM) software.
2. Summarize ways in which computers stimulate innovation to create business value.
3. Articulate strategies for collaborating with Information Technology professionals to create business value.

Grading & Performance Policy

Students should focus on learning, not on grades. The ultimate goal is to allow everyone the opportunity to succeed, accomplish the learning objectives, and achieve a high level of satisfaction from this course. To achieve a good grade in this course requires serious commitment, initiative, and hard work from the student.

As stated on this syllabus cover page under Mission Statement Summary, Dixie State College strives to enrich ... the lives of individual students ... by fostering lifelong learning. Further, it strives to accomplish these and other objectives set forth in this class by “delivering excellent teaching in a learning environment recognized for its personal relationships, values, service, diversity, and open access, and by creating strategic partnerships for learning opportunities.”

With this in mind, one of my main objectives for this course is to provide each student with an opportunity to actively learn and demonstrate competencies needed in today’s high performance workplace. Opportunities will be made available for you to reach your maximum learning potential. Just as in the workplace, it is expected that you will complete all assignments and assessments by the due date. Work turned in late will be subject to a 10% penalty per day it is late. For example, if you turn in an assignment two days after the due date you will receive an automatic deduction of 20 percent. Late work will not be accepted for discussion board postings.

When students and their work are to be evaluated, they will be held to the same level of accountability and professional standards expected by managers in industry. Success in this course will be related to the student’s ability to demonstrate achievement of each of the course objectives listed above. The student is reminded that the quality of input (effort) will determine the quality of output (ability). Grades are based not only on demonstrated effort but also on demonstrated ability, mastery of the material, and quality of all work produced. In other words, it is not the amount of time spent on an assignment that leads to a good grade, but how well that time is spent.

Assignments and exams, evenly spaced throughout the term to allow adequate time for preparation, are designed to enrich the student’s experience and enable each student to fulfill the learning objectives of this

course. All deliverables, unless otherwise stated, must be submitted electronically to geddes@dixie.edu (unless instructed in class otherwise), by the due date and time.

The grade calculation will be based on the following course components and weights:

COMPONENT	WEIGHT
Exams	40%
Certification Exam	20%
Ultimate Sales Machine Chapter Quizzes	20%
Participation	20%

All assignments must be prepared and submitted in a professional manner using a word processor, spreadsheet program, or other suitable PC applications as appropriate for the assignment. Electronically submitted assignments are due before the start of class on the date assigned. No credit will be awarded for assignments that fail to follow these standards.

Please be advised that technology is not perfect. System downtime, computer crashes, slow networks, computer viruses, etc. are facts of life. It is each student's responsibility to take the necessary precautions and safeguards so as not to fall victim to these. Computer-related issues and problems will not be accepted as reasonable excuses for late assignments; therefore, students are advised to protect their work and their computers. Save your files often, make backups, and check your computer frequently for viruses. Get in the habit of practicing "safe computing" and following good computing practices.

- **EXAMS** - All of the exams will be a mixture of essay questions, multiple choice questions, and power exams.
- **CRM Group Quizzes** – These in class quizzes will help students learn the InsideSales CRM program.
- **Ultimate Sales Machine Quizzes** – These quizzes will be taken on your own time after reading and discussing each chapter.
- **CLASS PERFORMANCE** – (In more detail below) Your participation during this class is critical to your success in the business environment. Please come to class prepared by reading the assigned material and ready to apply the concepts to projects. Please be sure to comply with the **Three-Before-Me** rule as part of your class participation. You are always welcome to ask questions via email or in an emergency via my cell phone, but I do expect that you have tried at least three sources to answer your question prior to asking me directly. If I ask you to verify your three sources and you HAVE NOT, it will negatively impact your performance grade.

Final Grading: Grades are based upon the following:

93-100 % = A	90-92 % = A-	
87-89 % = B+	80-86 % = B	
77-79 % = C+	70-76 % = C	
67-69% = D+	60-66% = D	Below 60% = F

Class Participation

MKTG 3515 is an interactive discipline and as such, we will learn as much from one another as we will from a careful reading and analysis of the course materials. It is important to remember that you will be severely penalized for not participating in discussions. That said, class participation will be based on the quality, not quantity, of your contributions to the class discussion.

Your personal laptop will be used in class only in support of the class itself. Please turn off and do not use cell phones, pagers, and the like during class. The Udvar-Hazy School of Business does not

permit food or drinks in the classrooms, with the exception of bottled water. The class will begin promptly at the course time. You are expected to be in your seats and ready to go at that time.

After every class, I will assign a grade for class participation on a scale of 0 to 5. At the end of the semester, your participation grade will be calculated with respect to the person with the highest participation grade in the class. I use the following formula in calculating your participation grade: (your grade/highest grade) X 20%. In general, I assign points as follows:

0 Points	<i>Unexcused Absence</i>
1 Point	<i>Student Physically Present in Class</i>
2 Points	<i>Student Participates in Extremely Limited Fashion but Does Contribute in Some Way</i>
3 Points	<i>Student Participates in Class in an “Average” Way</i>
4 Points	<i>Student Provides Very Good Comments and Interacts with Fellow Students Well</i>
5 Points	<i>Student Interacts Extremely Well with Class and Provides outstanding comments and/or Class Leadership</i>

Class Policies

- Classrooms are special environments in which students and faculty come together to promote learning and growth. It is essential in these environments that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Disruptive behaviors, such as chatting during lectures, arriving late to class, sleeping, texting, web browsing, game playing, reading non-class material, and others listed in the DSC Student Rights and Responsibilities Code, are not permitted and may result in your removal from class. Repetitive or seriously disruptive behavior, such as fighting, using profanity or insults, making personal or physical threats, or damaging property, will be reported to Campus Security. As the instructor, it is my responsibility to determine whether any specific student is disrupting the learning environment.
- You are responsible for all announcements that are made during class.
- If you are absent from class it is your responsibility to arrange with another student to pick up handouts (if any) distributed in class.
- Academic misconduct or dishonesty will not be tolerated. Please consult the University’s policy on academic dishonesty if you have any questions.
- Turn off all electronics during class. No emailing or texting during class.
- Seek help whenever you do not understand something. Failure to do so normally compounds the problem as the course progresses. You will find me very receptive to your questions.

College Information

If you are a student with a medical, psychological or a learning difference and requesting reasonable academic accommodations due to the disability, you must provide an official request of accommodation to your Professor from the Disability Resource Center within the first two weeks of the beginning of classes. Students are to contact the center on the main campus to follow through with, and receive assistance in the documentation process to determine appropriate accommodations related to their disability. You may call 652-7516 for an appointment and further information regarding the American with Disabilities Act (ADA) of 1990 per Section 504 of the Rehabilitation Act of 1973.

Important **class and college information will be sent to your DSC email account**. This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and DSC. All DSC students are automatically assigned an email account. If you don’t know your user name and

password, go to www.dixie.edu for complete instructions logging in and accessing your account. You will be held responsible for information sent to your email, so please check it often.

Beginning Thoughts:

"IT is where it's at, baby!"
-Bryon C. Geddes, 1999

"Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important."
Bill Gates
(the above quote begs the question, "Who's YOUR teacher?")

"Any sufficiently advanced technology is indistinguishable from magic."
Arthur C. Clarke

"We live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology."
Carl Sagan

"Movie-making is telling a story with the best technology at your disposal."
Tom Hanks

"Customer Relationship Management (CRM) software focuses on three primary functions, critical to almost all organizational activities, namely: Operational, Collaborative, and Analytical. Top organizations MUST have methods in place to facility the efficient gathering of customer information, capitalize on the customer buying behavior, and leverage technology investments by improving quality of sales and services. All hail be to a CRM that can facilitate these functions!"
-Bryon C. Geddes

"70 to 90 percent of decisions not to repeat a purchase of anything are not about product or price. They are about some dimension of service."
-Barry Gibbons, former CEO, Burger King

15% of customers defect due to technical quality reasons; a further 15% leave because of price and the remaining 70% leave because contact from the old suppliers personnel was "poor in quality".
-Forum Corporation, Mass.

80% of all sales are made on the 5th - 12th contact. 15 years ago it took on average 2 - 4 contacts before concluding a sale.
-The National Association of Sales Executives

"By failing to prepare, you are preparing to fail".
-Benjamin Franklin. (1706-1790)

"The only place success comes before work is in the dictionary."
-Vince Lombardi

"Advice is judged by results, not by good intentions."
-Cicero 106BC - 43-BC

Tentative Class Schedule:

- Make sure you check the Blackboard Course Documents Class Folders for **additional assigned readings/podcasts**.

<u>MKTG 3515- Sales Management</u>						
Spring 2012 Class Schedule (Subject to Change)						
GEDDES/Section 01 CRN: 25289 TR 10:30-11:45 a.m.						
Date			wk	Abbreviation	Action! Complete before class	Preparation/Activities/Due Dates:
Tue	Jan	10	1	In Class: Introductions		Introduction; Activate CRM student accounts, Assign Groups
Thu	Jan	12			Read through the introduction tab on InsideSales	Discuss Ultimate Sales Machine, A random student will summarize the introduction reading
Tue	Jan	17	2		Read through each tab under Administrative Strategy	Work in groups and prepare for in class quiz for Thursday
Thu	Jan	19				In class quiz
Tue	Jan	24	3		Read through each tab under Database Management	Work in groups and prepare for in class quiz for Thursday
Thu	Jan	26				In class quiz
Tue	Jan	31	4		Read through each tab under User Management	Work in groups and prepare for in class quiz for Thursday
Thu	Feb	2				In class quiz
Tue	Feb	7	5			Exam 1 Review
Thu	Feb	9			Study for Exam. You may work in groups, but not use notes.	Exam 1

Tue	Feb	14	6		Read through each tab under Site Layout and Design	Work in groups and prepare for in class quiz for Thursday
Thu	Feb	16				In class quiz
Tue	Feb	21	7		Read through each tab under Outbound Dialer	Work in groups and prepare for in class quiz for Thursday
Thu	Feb	23				In class quiz
Tue	Feb	28	8		Read through each tab under Dialer Initiatives	Work in groups and prepare for in class quiz for Thursday
Thu	Mar	1				In class quiz
Tue	Mar	6	9			Exam 2 Review (Covers all previous sections, including material from exam 1)
Thu	Mar	8			Study for Exam. You may work in groups, but not use notes.	Exam 2
Tue	Mar	13	10	SPRING BREAK		
Thu	Mar	15		SPRING BREAK		
Tue	Mar	20	11		Read through each tab under Inbound	Work in groups and prepare for in class quiz for Thursday
Thu	Mar	22				In class quiz
Tue	Mar	27	12		Read through each tab under Workflow Automation	Work in groups and prepare for in class quiz for Thursday
Thu	Mar	29				In class quiz
Tue	Apr	3	13			Exam 2 Review (Covers all previous sections, including material from exam 1 & 2)
Thu	Apr	5			Study for Exam. You may work in	Exam 3

					groups, but not use notes.	
Tue	Apr	10	14		Read through each tab under Response Management	Work in groups and prepare for in class quiz for Thursday
Thu	Apr	12				In class quiz
Tue	Apr	17	15		Read through each tab under Reporting	Work in groups and prepare for in class quiz for Thursday
Thu	Apr	19				In class quiz
Tue	Apr	24	16			Exam 2 Review (Covers all previous sections, including material from exam 1, 2 & 3)
Thu	Apr	26		LAST DAY OF CLASS	Study for Exam. You may work in groups, but not use notes.	Exam 4
To Be Announced				CERTIFICATION EXAM		(Check Exam Schedule)

* The class schedule may be adjusted as needed throughout the quarter.

College Information

Disability Statement:

Americans with Disabilities Act (ADA) Statement:

Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the DISABILITY RESOURCE CENTER Coordinator for eligibility determination. Proper Documentation of impairment is required in order to receive services or accommodations. DRC is located at the ground floor of the Financial Aid Office. Visit or call 652-7516 to schedule an appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

Dmail:

You are required to frequently check your dmail account. Important class and college information will be sent to your dmail account, including DSC bills, financial aid/scholarship notices, notices of cancelled classes, reminders of important dates and deadlines, and other information critical to your success at DSC and in your courses. If you don't know how to access your dmail account, go to www.dixie.edu and select "Dmail" from the left column. To locate your dmail username and password, go to www.dixie.edu, and click on "Log in to students services" or the "My Dixie" button.

Regular Semester Dates

Nov 14	Spring Registration open to Seniors (90+ earned credits)	Nov 17	Spring Registration open to All Students
Nov 15	Spring Registration open to Juniors (60+ earned credits)	Jan 9	Classwork Starts
Nov 16	Spring Registration open to Sophomores (30+ earned credits)	Jan 11	Last Day to Add Without Signature
		Jan 16	Martin Luther King Jr. Day

Jan 17 Drop/Audit Fee Begins (\$10 per class)
Jan 24 \$50 Late Registration/Payment Fee
Jan 30 Graduation Application Deadline
Jan 31 Pell Grant Census
Jan 31 Last Day for Refund
Jan 31 Last Day to drop without receiving a "W" grade
Feb 1 Courses dropped for non-payment
Feb 3 Last Day to ADD Classes
Feb 20 President's Day
Feb 27 Mid-Term Grades Due
Mar 2 Last Day to DROP/AUDIT Classes
Mar 12-16 Spring Break
Mar 19 Summer Registration open to Seniors (90+ earned credits)
Mar 20 Summer Registration open to Juniors (60+ earned credits)
Mar 21 Summer Registration open to Sophomores (30+

earned credits)
Mar 22 Summer Registration open to All Students
Apr 6 Last Day for Complete Withdrawal
Apr 16 Fall Registration open to Seniors (90+ earned credits)
Apr 17 Fall Registration open to Juniors (60+ earned credits)
Apr 18 Fall Registration open to Sophomores (30+ earned credits)
Apr 19 Fall Registration open to All Students
Apr 26 Classwork Ends
Apr 27 Final Exams
Apr 30, May 1-3 Final Exams
May 4 Commencement