 **NEW YORK CITY COLLEGE OF TECHNOLOGY**

**CITYTECH**

**Department of Business**

**The City University of New York**

**SALES MANAGEMENT**

MKT 2414/SECTION OL 099

**FALL 2020**

**ONLINE COURSE SYLLABUS**

**INSTRUCTOR INFORMATION**

Professor: Gilbert McGriff

Email: [gmcgriff@citytech.cuny.edu](mailto:gmcgriff@citytech.cuny.edu)

Office: 1025 Namm Hall

Office Telephone: 917-640-3601

Office Hours: Tuesday and Thursday 1:00pm to 2:30pm

**Class Hours: Tuesday 2:30 PM to 3:45 PM / Thursday 2:30PM to 3:45 PM**

**OVERVIEW**

This course focuses on key human drivers of high performance sales, from understanding individual motivations to balance competitiveness with teamwork, providing the right support to enforce the right accountability. It involves how leaders create high-performance sales teams using teambuilding, sales representative involvement, empowerment and continuous improvement additionally, the role of the sales force in supply chain management is presented. The course (and textbook) describe a development program for effective sales management: The planning, implementation and evaluation of sales vis-à-vis, the current economic climate. In keeping with the values of City Tech, both the role of technology and the impact of globalization will be assessed. Consequently, virtual sales forces plus technology applications will also be covered in this course. Finally, case studies will be used to help students understand the demands of selling in a dynamic, shrinking world.

**REQUIRED TEXTBOOK**

Cracking The Sales Management Code, New York: McGraw-Hill. Jason Jordan, Michelle Vazzama, (2012). The Digital Version or Book (ISBN; 9780071765732).

**Digital Requirement Rent: $25.00**

**COURSE LEARNING OBJECTIVE**

1. To provide the students with an understanding of the Concept of Outside Sales.
2. To provide the students with an understanding of Self-Management.
3. To provide the students with an understanding of Building a Winning Team.
4. To enable the students to Develop a Basic Understanding of Operating a Sales Force.
5. To provide the students with the necessary opportunity to Understand the process of recruiting, selecting, hiring and assimilating sales people.
6. To provide the students with the necessary opportunity to use Blackboard, as a tool for a team-based presentation.
7. To provide the students with the opportunity to use **Microsoft Excel** or other spreadsheet software such as to create tables and figures for their Sales, Plan Term Projects.

**STUDENT LEARNING OUTCOMES**

At the conclusion of the course, the student should have acquired the following skills and knowledge:

1. Students will have the ability to collaborate with others in Sales Management teams which will enhance their leadership, management, organizational, presentation, problem solving, analytical and networking skills.
2. Students will Complete Sales Force Quotas and Expenses.
3. Students will Develop Sales Forecast and Budget.
4. Students will have a thorough understanding of the Logistics of Collaboration among Production, Distribution and Sales Departments.
5. Students will be able to Understand how Sales Performance impacts on a company’s reputation and overall performance.
6. Students will Understand the Ethics and Legal issues facing Sales Managers.

**REQUIRED READINGS;**

Each student is required to purchase and read the textbook. Throughout the semester (roughly every other week), we will begin classes by briefly discussing a current article related to product development, apparel design or textiles…in a round-table style, individual students are expected to briefly discuss an article related to Sales and Marketing. In the class discussion, each student will mention the publication, the name of the article, its core theme and one thing interesting about the article. **The article should not be more than 14 days old** and must be retrieved from business or marketing journal or trade publication.

**SUPPLEMENTAL MATERIALS;**

1. As assigned by the professor
2. We will also examine relevant publications Barron’s, Bloomberg News, Business Week, CNBC.com, CNN Money, The Economist, Entrepreneurship, Fast Company, Forbes, Fox Business News, Franchise Times, Harvard Business Review Inc, Invester’s Business Daily, Kiplinger, New York Times, Smart Money and The Wall Street Journal. However, we will not limit ourselves to the above publications; many of these and other magazines can be accessed online.

**STUDENT CONDUCT REGULATIONS:**

**Intellectual Honesty and Academic Integrity:**

According to the New York City College of Technology Student Handbook, the terms cheating, and plagiarism are defined as follows:

**Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices, or communication during an academic exercise.

The following are some examples of cheating, but by no means is this an exhaustive list.

1. Copying from another student during an examination or allowing another student to copy your work.
2. Unauthorized collaboration on an assignment or examination.
3. Using notes during a closed-book examination.
4. Taking an examination for another student or asking or allowing another student to take an examination for you.
5. Changing a graded exam and returning it for more credit.
6. Submitting substantial portions of the same paper to more than one course without consulting each instructor.
7. Allowing others to research and write assigned papers or do assigned projects, including the use of term paper services.
8. Giving assistance to acts of academic misconduct/dishonesty.
9. Fabricating data (all or part).
10. Submitting someone else’s work as your own.
11. Unauthorized use during an examination of electronic devices such as cell phones, computers, or other technologies to retrieve or send information.

**Plagiarism** is the act of presenting another person’s ideas, research, or writings as your own.

The following are some examples of plagiarism, but by no means is this an exhaustive list:

1. Copying another person’s actual words without the use of quotation marks and footnotes attributing the words to their source.
2. Presenting another person’s ideas or theories in your own words without acknowledging the source.
3. Using information that is not common knowledge without acknowledging the source.
4. Failing to acknowledge collaborators on homework and other assignments.

**Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing, or copying information from the internet without citing the source and “cutting & pasting” from sources without proper attribution.

Familiarity with using documents in MS Word and PowerPoint, PDF and Adobe and be able to navigate the Internet to use email, including opening and sending attachments and downloading files, etc.

**ACCESSIBILITY AND ACCOMMODATIONS:**

City University of New York (CUNY), is firmly committed to making higher education accessible to students with disabilities by removing architectural barriers and providing programs and support services necessary for them to benefit from the instruction and resources and accommodations provided. For more information, please see:

Disability Services on the CUNY SPS Website.

**ONLINE ETIQUETTE AND ANTI-HARASSMENT POLICY:**

The University strictly prohibits the use of University online resources or facilities, including Blackboard, for the purpose of harassment of any individual or for the posting of any material that is scandalous, libelous, offensive or otherwise against the University’s policies. Please see: “Netiquette in an Online Academic Setting: A Guide for CUNY School of Professional Studies Students.”

**COURSE ORGANIZATION AND INSTRUCTIONAL METHODOLOGY**

1. This is a fully online 3 credit-course with no required class sessions at the College. In this course we will use **Blackboard**. **Blackboard** is CUNY’S web-based, course management system that professors use to present their course materials online. In **Blackboard**, students will be able to review and submit assignments, view documents and videos, interact with the professor and other students through Discussion Board, take tests, access grades, etc.
2. Here is the link to City Tech’s website with information on workshops and HELP for students using **Blackboard**: <http://websupport1.citytech.cuny.edu/workshops.html#student>.

**TECHNOLOGY REQUIREMENTS**

Since this is a fully online course, you are required to have access to the following:

1. **Blackboard** – the link to **Blackboard** is: <http://it.citytech.cuny.edu/blackboard-student.aspxITECH@citytech.cuny.edu> or call 1-718-254-8565.
2. **A City Tech E-Mail Address** – We must be able to communicate via email. It is your responsibility to ensure that your City Tech email is working. In the event that I send your email to students, the notices and information will be sent to your City Tech student email: <http://it.citytech.edu/student-email.aspx>
3. **Regular access to a computer with reliable Internet connection** – You will need the Internet to use **Blackboard**, for text chat sessions and to do Internet Research on course topics. If you do not have access to a computer, there are computers in the computer labs at the college that you can use.
4. **Familiarity with using documents in MS Word and PowerPoint, PDF and Adobe and be able to navigate the Internet to use email, including opening and sending attachments and downloading files, etc**.

**GRADE DETERMINATION:** Your grade for the course will be based on the following:

**COURSE COMPONENTS** **POINTS** **PERCEENTAGE OF GRAD**

Exam 1 200 20%

Midterm Examination 200 20%

Final Examination 200 20%

Term Project (Sales Plan) 200 20%

Online Research Assignments 200 20%

(Case Study, News Articles)

**TOTAL 1000 Points 100%**

Your grades in the class will be determined by the following: Examinations, Term Project, Online Sales Management assignments.

**EXAMINATIONS:** (**600** Points)

EXAMINATION 1 200 Points

MIDTERM EXAMINATION 200 Points

FINAL EXAMINATION 200 Points

All examinations will take place according to the course schedule and will be ***1 hour and 15 minutes*** each (75 minutes). Both Examinations will be given on **Blackboard**.

**TERM PROJECT:** (**200** Points) Near the end of the semester you are required to submit a team-base Sales Plan Term Project can be found on pages 9,10 in the syllabus.

**ONLINE RESEARCH ASSIGNMENT:** (**200** Points)

Throughout the semester you will be required to submit assignments such as, News Articles and Case Studies, that are related to the development of the Sales Management Course.

**GRADING SYSTEM: All grades will be based in proportion to the following scale:**

**Grade Points Grade Scale**

**A 930 – 1000 93 – 100**

**A- 900 – 929.99 90 – 92.9**

**B+ 870 – 899.99 87 – 89.9**

**B 830 – 869.99 83 – 86.9**

**B- 800 – 829.99 80 – 82.9**

**C+ 770 – 799.99 77 – 79.9**

**C 700 – 769.99 70 – 76.9**

**D 600 – 699.99 60 – 69.9**

**F Below 600 59.9 and Below**

**MKT 2414 SALES MANAGEMENT**

**FALL SEMESTER 2020 – COURSE SCHEDULE**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*Please Note that the Schedule is subject to Change\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

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| --- | --- | --- | --- | --- | --- |
| MODULE | LECTURE TOPIC | CRACKING THE SALES MANAGEMENT CODE | ONLINE ACTIVITY/ASSIGNMENT DUE | TIME AVAILABLE DUE DATE |  |
| 1 | Cracking The Sales Management Code | Syllabus Module 1 | **Blackboard Announcement**  Introductory Discussion Sales Management | Thurs 8/27 2:30pm to Tues 9/1 11:59pm |  |
| 2 | CRM Reporting and a False Sense of Control | Module 2 Chapter 1 | **Blackboard Announcement**  Discuss - Sales Plan (Term Project) | Tues 9/1 2:30pm Began the Process Tues 9/8 11:59pm |  |
| 3 | What Can We Really Manage? | Module 3 Chapter 2 | **Blackboard Announcement**  Discuss - Sales News Article | Tues 9/8 2:30pm Began the Process |  |
| 4 | Business Results - The Company's Health | Module 4 Chapter 3 | **Blackboard Announcement**  Discuss - Sales Plan (Continued) Submit - Sales News Article | Tues 9/15 2:30pm to 11:59pm |  |
| 5 | Sales Objective - The Sales Force Mandates | Module 5 Chapter 4 | Begin - Case Study (Smile For A While) | Thurs 9/17 2:30pm to Tues 11:59pm |  |
| 6 | Sales Activities - The Drivers Of Sales Performance | Module 6 Chapter 5 | Submit: Case Study (Smile For A While) to **gmcgriff@citytech.cuny.edu/** Discuss - Sales Plan | Thurs 9/24 2:30pm to 11:59pm |  |
|  | EXAM 1 Review | Review Chapters 1, 2, 3, 4 | **Blackboard Announcement** | Thurs 10/1 2:30pm to 11:59pm |  |
|  | EXAM 1 | 1 Hour 15 Minutes | **Blackboard Content** | Thurs 10/8 2:30pm to 11:59pm |  |
| 7 | Selecting and Collecting your Metrics | Module 7 Chapter 6 | Discuss Sales Plan (Term Project) (Continued) | Tues 10/13 2:30pm to 11:59pm |  |
|  | MID-TERM EXAMINATION REVIEW | 1 Hour 15 Minutes | **Blackboard Announcement** | Tues 10/20 2:30pm to 11:59pm |  |

**MKT 2414 SALES MANAGEMENT**

**FALL SEMESTER 2020 – COURSE SCHEDULE**

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|  | MID-TERM EXAMINATION | | 1 Hour 15 Minutes | | **Blackboard Content** | | Tues 10/27 2:30pm to 11:59pm | |  |
| 8 | | Selecting and Collecting your Metrics | | Module 8 Chapter 7 | | Discuss Sales Pan (Term Project) (Continued) | | Thurs 11/10 2:30pm to 11:59pm | |
| 9 | | Managing With Processes - Numbers | | Module 9 Chapter 8 | | Discuss Sales Pan (Term Project) (Continued) | | Thurs 11/24 2:30pm to 11:59pm | |
| 10 | | Mission Accomplished | | Module 10 Chapter 9 | | Discuss Sales Pan (Term Project) (Continued) | | Tues 12/1 11:59pm | |
|  | | Submit: Sales Plan - Term Project to **gmcgriff@citytech.cuny.edu** | | **Blackboard Announcement**  Review for Final Examination | |  | | Tues 12/8 2:30pm to 11:59pm | |
|  | | FINAL EXAMINATION | | 1 Hour 15 Minutes | | On Blackboard (Content) | | Thurs 12/17 2:30pm to 11:59pm | |
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**SALES MANAGEMENT**

**TERM PROJECT:**

1. The Term Project for the Sales Management course is to create your own Sales Plan. Writing a Sales Pan is an integral part of developing and implementing your marketing strategy. Businesses create Sales Plans to keep them on track in the day-to-day work of advertising their products and generating revenue. Thinking through all facets of your business, including product value, market positioning, advertising strategy, market dynamics and revenue goals will help you to write an effective Sales Plan. A Sales Plan. A Sales Plan is closely related to a business plan and marketing plan, as it is frequently developed as a part of each. It is a road map design to give a company’s sales team direction through specific sales goals and objectives. Sales plans can address long-term sales goals such as a five or 10-year plan or short term sales goals and objectives, such as annual or 90-day sales plans. You should address the following aspects:

1. Identify the Sales Management Team for your company, (Sales supervisor, District sales manager, regional/divisional sales manager, National sales manager, Vice President of sales) including a brief job Description of their duties and responsibilities. What type of business form is your company? In other words, is it a sole proprietorship, partnership or corporation?

2. Develop and write sales objectives based on sales goals. These are the specific achievements that, if realized, will assist a company in meeting its goals. For example, a sales objective might include to increase sales by a certain number of units through cross-selling widget B with widget A, during a given time period. Sales objectives frequently include an increase in marketing expenditures on promotions and advertising outputs.

3. Create a section in the Sales Plan about the target sales market. Here, you will include your market research, such as industry sales data related to your product or services. An awareness of industry developments will assist you to create realistic sales projections based on industry sales figures. This section should also identify competitors, which are those companies that provide similar products or services. Compare information on the customer-base, market shares and competitive advantages.

4. Include time scales for the Sales Plan. In addition to developing a target date to meet the ultimate sales goal, this includes calendaring all milestones, tasks and activities required to achieve the sales objectives. Identify specific time management techniqurs to help with areas such scheduling, prioritization and delegation.

1. Create a budget section based on the financial resources needed to meet your sales objectives. The Sales Plan Budget is part of the larger marketing budget for a company. Develop a budget for a sales plan to monitor and track expenditures specific to sales objectives and ensure that sales team does not exceed its budget. Line items for a Sales Plan Budget will include allocations for areas such as labor, increase production, advertising, travel, equip0ment and supplies. Include, Balance Sheet and Income Statement for your choice of company organization.
2. Outline the strategy and tactics needed to implement the Sales Plan. For example, develop a top-down strategy to communicate goals and objectives to sales persons and other human resource personnel necessary to implement the sales plan. Additional sales force training may also be required component to implement the Sales Plan.

B. **REPORT DUE DATE:**

The Term Project is due on **December 8, 2020 11:59pm.**

C. **INSTRUCTIONS FOR PREPARATION OF THE SALES PLAN**

1. Each report must be typed and should include a Table of Contents, Title Page and page numbers. Create your own headings for each section of the Term Project.
2. Your reports must be enclosed in a folder/cover. Do not encase each page in an enclosed plastic document holder. In other words, do not put each page in plastic.
3. You are encouraged to use textbook as well as outside readings/sources when writing the reports.
4. If direct quotes are used from any of the above sources, they must be properly cited. For example Work Cited, References, etc.
5. Your reports should be 15 pages in length.

D. **MANAGEMENT TEAM/GRADING POLICY**

1. This is a group Term Project assignment and your Sales Management Team should be comprised of 4 students each.

2. In theory, all members of the team will receive the same grade provided they have contributed equally to the completion of the Term Project.

3. The Term Project is equivalent to 20 percent of your final grade for the course.

**COURSE DURATION: This fully online Sales Management, course begins on Thursday August 27, 2020 and ends on Thursday, December 17, 2020. The class meets Tuesday and Thursday at 2:30pm to 3:45pm.**