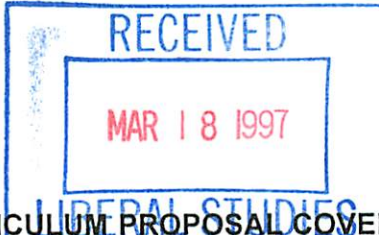


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UWUCC USE Only
Number: 97-236
Submission Date: _____
Action-Date: app. 4/21/98
Senate app. 5/5/98

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Madan M. Batra/Krish S. Krishnan Phone 2522
Department Marketing

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE Pro-Sell & Sales Mgt
Suggested 20 character title

New Course* MK 435 Professional Selling and Sales Management
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature] 3-10-97
Department Curriculum Committee

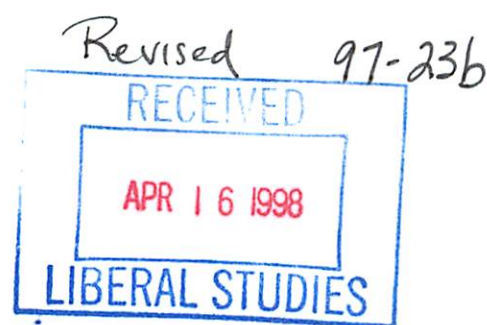
[Signature] 3-10-97
Department Chair

[Signature] 3/10/97
College Curriculum Committee

[Signature]
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)



Syllabus of Record

I. Catalog Description

MK 435 Professional Selling and Sales Management 3 credits

3 lecture hours

0 lab hours

(3c-0l-3sh)

Prerequisite: MK 320

Introduces students to the role and nature of modern personal selling in marketing. Theory and practice of personal selling process, sales planning, delivering sales presentations, and relationship marketing are emphasized. Basics of managing sales force including territory management, recruiting, training and compensating sales force are also covered.

II. Course Objectives

1. Students will learn how to sell professionally and understand the role of professional selling in today's dynamic selling environments.
2. Students will learn to judge consumer personalities and react to them in some real-life situations simulated in class.
3. Students will learn the steps and strategies of ethical professional selling - from prospecting to long-term relationship management.
4. Students will learn sales management functions and the role of the sales manager.
5. Students will learn to appreciate the difference between consumer and business marketing from the perspective of professional sales people and customers.

III. Course Outline

A. Introduction to Professional Selling (2 lectures)

1. Today's Professional Salespeople
2. Adjusting to Dynamic Selling Environments/Situations
3. Ethical and Legal Considerations for Salespeople

- B. Introduction to Sales Negotiating (4 lectures)**
 - 1. Getting to “Yes”: principled stand
 - 2. Best Alternative to a Negotiated Agreement (BATNA)
 - 3. Negotiating with Principles (Getting to “Yes”)

- C. Understanding and Dealing with Diverse Customers (8 lectures)**
 - 1. Strategic understanding of the company, products, competition, and markets
 - 2. Consumer and business markets: Adapting to rapid cultural change in both markets
 - 3. Communicating effectively with diverse customers: how to judge their personality and react to them

- D. Professional Selling Processes (10 lectures)**
 - 1. Prospecting and qualifying customers: filling the salesperson’s “pot of gold”
 - 2. Planning the sales call: Steps of successful approach
 - 3. Sales presentations and demonstration: Steps and strategies for successful presentation
 - 4. Handling customer objections: Negotiating sales resistance for “win-win” agreements
 - 5. Closing the sale: Building a long-term relationship
 - 6. Following up: customer service and relationship building

- E. Self-Management Skills for Salespeople (4 lectures)**
 - 1. Profitably managing your time and territory: time management, setting priorities and working smarter
 - 2. Self-development for salespeople: characteristics, attitude, self-appraisal techniques and the image
 - 3. Career opportunities in selling

F. Sales Management (8 lectures)

1. Sales planning, budgeting, estimating market potential and forecasting sales
2. Sales force structure: territorial, product, customer group, matrix.
3. Recruiting, selecting and training the sales force
4. Setting sales quotas, compensating, motivating and leading the sales force
5. Evaluating sales performance and rewarding it
6. Sales management in multiple channel distribution systems.
7. Using information technology for sales management

IV. Evaluation Methods

The final grade for the course will be determined as follows:

- 75% Tests. Three tests (two during the semester and a final) consisting of multiple choice and short-essay type questions
- 5% In-class sales performance presentation. Students will be video-taped on their sales performance several times during the semester as a practice run and critique.
- 15% Final sales performance. Toward the end of the semester, each student will make two final sales presentations.
- 5% Homework/class assignments. Periodic assignments will be given from the textbook and lecture materials

Course Grading:

A = 90-100%	D = 60-69%
B = 80-89%	F = 59 and below
C = 70-79%	

V. Required Textbooks, Supplemental Books and Readings

Textbooks:

1. Anderson, Ralph, *Essentials of Personal Selling: The New Professionalism*, Prentice Hall, 1995.
2. Fisher and Ury, *Getting to Yes*, Penguin Books, 1983.

VI. Special Resource Requirements

A video camera stationed on a tripod and connected to a VCR and a television will be needed (available in Eberly College of Business).

Each student will be expected to supply a blank video tape for their own recordings of sales presentations.

VII. Bibliography

Anderson, Ralph E., Joseph Hair and Alan Bush. *Professional Sales Management*, second edition, McGraw Hill 1992.

Anderson, Robert B. *Professional Selling*, 4th edition, Prentice Hall 1992.

Lindstrom, Robert L, "Training Hits The Road". *Sales and Marketing Management*, June 1995, 10-14

Comer, James M and Alan J. Dubinisky. *Managing The Successful Salesforce*. Lexington, Mass: Lexington Books 1995

Power, Christopher, "Smart Selling: How Companies Are Winning Over Today's Tougher Customer," *Business Week*, August 3, 1992, 46-48

Bommer, Michael and Brian F. O'Neil, "A Methodology for Optimizing Selling Time of Salespersons," *Journal of Marketing Theory and Practice*, Spring 1994 61-75

Churchill, Gilbert A and Neil M. Ford, *Sales Force Management: Planning, Implementation and Control*, 4th ed. (Homewood, IL: Irwin, 1993)

Course Analysis Questionnaire

Section A: Details of the Course

- A1 This course is an elective for marketing majors, and replaces DE333 (Principles of Selling) which is being deleted. This course is also required of Business Education Majors seeking teaching certification in marketing.
- A2 Yes (affects program requirements):
1. Marketing majors - controlled elective, replaces DE333.
 2. Business Education Majors - replaces DE333.
 3. Interior Design/Housing Majors - replaces DE333.
 4. Fashion Merchandising Majors - replaces DE333.

Course deletion for DE333 is being submitted by the OSBE Department.

Note: DE332, Retail Management, which has prerequisite DE333, is also being deleted, and is replaced with MK436 (Retail Management). Both MK436 (Retail Management) and MK435 (Professional Selling and Sales Management) have MK320 as prerequisite.

- A3 Yes, as MK481 during Spring 1996 with an enrollment of about 35 students including Marketing Majors, Business Education Majors, Marketing Minors and free-elective students.
- A4 This course is not intended to be dual level.
- A5 This course is not to be taken for variable credit.
- A6 Similar courses are offered at these institutions:
- Oklahoma State University: Professional Selling
University of Scranton: Sales Force Management
- A catalog description for each course is attached to this proposal.
- A7 Although this course is not required for accreditation, the AACSB, the premier accreditation agency for business schools, has recommended that this course be taught by the Marketing Department at IUP. The Eberly College of Business is currently in the final stages of the accreditation process.

Section B: Interdisciplinary Implications

- B1 The course will be taught by one instructor.
- B2 This course replaces DE333. Memo of support from OSBE Department is

attached. This course does not overlap with any other current courses of the University.

- B3 Yes, if so desired, seats will be made available for students in the School of Continuing Education.

Section C: Implementation

- C1 No new faculty are needed to teach this course. The course is currently being taught by the Marketing Department as MK481.
- C2 Current resources including space and equipment in the new Eberly College of Business Building are adequate. The current library holdings also are adequate.
- C3 No grant funds are associated with this course.
- C4 This course will be offered once every semester.
- C5 One section of the course per semester will be offered.
- C6 Maximum 30 students will be accommodated in a section of this course.
- C7 No professional society has recommended enrollment limits for this course.

Section D: Miscellaneous

No additional information is necessary.