Code # BU01 (2015)

**New/Special Course Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

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| --- |
| **New Course or**  **Special Course (Check one box)**  *Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.* |

|  |  |
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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Proposed Course Prefix and Number (For variable credit courses, indicate variable range.)

MKTG 3193

2. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Sales Planning and Management SHORT TITLE: Sales Planning and Mgmt

3. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio problems, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture and lab

4. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

Standard letter

5. Is this course dual listed (undergraduate/graduate)?

No

6. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

No

7. Brief course description (40 words or fewer) as it should appear in the bulletin.

A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Spring, Summer.

8. Indicate all prerequisites and if this course is restricted to a specific major, which major. (If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

a. Are there any prerequisites?

MKTG 3093 Professional Selling

b. Why?

MKTG 3093 Professional Selling provides basic knowledge of sales and the selling process. This foundation is critical to gaining full value from the proposed Sales Planning and Sales Management.

9. Course frequency(e.g. Fall, Spring, Summer). Not applicable to Graduate courses.

Spring, Summer

10. Contact Person (Name, Email Address, Phone Number)

Dr. Melodie Philhours, [mphil@astate.edu](mailto:mphil@astate.edu), 870-680-8148

11. Proposed Starting Term/Year

Spring 2016

12. Is this course in support of a new program? No

If yes, what program?

Enter text...

13. Does this course replace a course being deleted? No

If yes, what course?

Enter text...

Has this course number been used in the past? No

*Submit Course Deletion Proposal-Bulletin Change Transmittal Form.*

14. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

No

15. Justification should include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course is offered in support of the College of Business Center for Sales Leadership and as a choice of required electives for marketing majors and other students interested in sales. The ability to manage and plan by an individual sales professional as well as to manage and plan the sales efforts of others is critical to career success in sales in any industry. Students will be expected to develop plans for their own sales efforts in a variety of projects, to evaluate and create plans for recruiting and motivating others to participate fully in efforts to achieve sales goals for such projects.

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

Curriculum goals for the marketing degree include marketing knowledge, communication skills, research and analytical skills as well as the digital technology skills with the overall goal of competitively positioning graduates for careers in marketing. Marketing careers usually begin and progress through the sales function of organizations. With the addition of this course, the marketing curriculum, and the offering of marketing electives for non-marketing majors, will be greatly enhanced and will contribution to the development of needed skills.

c. Student population served.

This course will be among the choices of required electives for marketing majors as well as other business majors and those students outside business with an interest in sales.

d. Rationale for the level of the course (lower, upper, or graduate).

This course is a junior level course given the level of difficulty and prerequisite preparation

16. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1

Day 1: Introduction to Sales Management

Day 2: The Process of Selling and Buying

Week 2

Day 3 and 4: Linking Strategies and the Sales Role in the Era of Customer Relationship Management

Week 3

Day 5 and 6: Organizing the Sales Effort

Week 4

Day 7 and 8: The Strategic Role of Information in Sales Management

Week 5

Day 9: Sales Person Performance: Behavior, Role Perceptions and Satisfaction

Day 10: Salesperson Performance: Motivating the Sales Force

Week 6

Day 11 and 12: Personal Characteristics and Sales Aptitude: Criteria for Selecting Salespeople

Week 7

Day 13 and 14: Sales Force Recruitment and Selection

Week 8

Day 15 and 16: Sales Training: Objectives, Techniques, and Evaluation

Week 9:

Day 17 and 18: Individual Salesperson Planning and Time Management

Week 10

Day 19 and 20: Salesperson Compensation and Incentives

Week 11

Day 21 and 22: Evaluation and Control of Sales Program: Cost Analysis

Week 12

Day 23 and 24: Evaluating Salesperson Performance

In addition, students will be required to complete the MARS Sales Management Simulation throughout the semester as outlined below. This s**ales management simulation** is designed to allow students play the role of a first-line sales manager, responsible for the development and motivation of 5 district sales people. Teams compete for sales, share, and contribution to corporate profitability.

17. Course requirements (e.g. research papers, projects, interviews, tests, etc.)

Projects, tests, experiential assignments

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Sales Lab

19. Department staffing and classroom/lab resources (Will this require additional faculty, supplies, etc.?)

No

20. What is the primary intended learning goal for students enrolled in this course?

Students will demonstrate advanced skills and competencies associated with the consultative selling process, developing sales territory planning and analysis techniques and sales management techniques.

21. Reading and writing requirements:

a. Name of book, author, edition, company and year

Sales Force Management: Leadership, Innovation, Technology 11th edition by Mark W. Johnston and Greg W. Marshall

Published by: Routledge, Taylor and Francis Group, 2013

b. Number of pages of reading required per week: 50

c. Number of pages of writing required over the course of the semester: 25

22. High-Impact Activities (Check all that apply)

Collaborative assignments

Research with a faculty member

Diversity/Global learning experience

Service learning or community learning

Study abroad

Internship

Capstone or senior culminating experience

Other Explain: Enter text...

23. Considering the indicated primary goal (in Box #20), provide up to three outcomes that you expect of students after completion of this course.

**Outcome #1:** (For example, what will students who meet this goal know or be able to do as a result of this course?)

Develop sales territory planning and analysis as well as sales management techniques.

Learning Activity:(For example, what instructional processes do you plan to use to help students reach this outcome?)

Extensive interaction with sales and business managers is incorporated throughout the course along with applied projects and exercises.

Assessment Tool: (For example, what will students demonstrate, represent, or produce to provide evidence of their learning?)

Periodic exams, experiential project management, and meet sales goals and expectations

*(Repeat if needed for additional outcomes 2 and 3)*

**Outcome #2:**

Learning Activity:

Assessment Tool:

**Outcome #3**:

Learning Activity:

Assessment Tool:

24. Please indicate the extent to which this course addresses university-level student learning outcomes:

* 1. Global Awareness

Minimally  
Indirectly  
Directly

* 1. Thinking Critically

Minimally  
Indirectly  
Directly

* 1. Using Technology

Minimally  
Indirectly  
Directly

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

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**MKTG 3093. Professional Selling ~~and Sales Management~~**  *(Note: this course being revised in another proposal)* Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 3193. Sales Planning and Management** A study of methods and procedures involved in planning, managing and executing sales goals and understanding the procedures involved in selection, training, organization, compensation, supervision, and evaluation of the sales force using case and experiential learning methods. Prerequisite, MKTG 3093. Spring, Summer.

**MKTG 3163. Supply Chain Management**  Aspects of moving raw materials and finished goods through the firms networks of warehousing, inventory control, materials management, and order processing. The student will examine trade off possibilities and management alternatives to minimize cost of production flow and to maximize customer service. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.