



Marketing 340 80
Professional Selling & Sales Management
Spring Break Intersession 2020

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MTWRF
9:00am-5:00pm

Course uses Blackboard via courses.miami.edu
Office Hours: MTWRF 8:00am-9:00am

COURSE PREREQUISITES:

1. Fundamentals of Marketing (with a passing grade).
2. A strong interest in marketing.
3. A curiosity and interest in sales and leadership.

LEARNING OBJECTIVES:

The objectives of the course are to familiarize students with the concepts of personal selling and sales management, strengthen their verbal and non-verbal communication skills, and enable them to think from the perspective of building a practice. Students will learn specifically about ethics, personality types, prospecting, the sales cycle, time management, career advancement, and the roles and challenges of a sales manager. The above is designed to give the students a strong foundation so that they will be better prepared to enter and advance in their careers. In addition, students will deliver professional quality presentations with appropriate technology to enhance presentation content with the ultimate objective being to exhibit professional oral communication skills.

MARKETING - Department Code: MKT

INTRODUCTION

Rapidly increasing global competition, emergence of new markets, and technological advancements make today's marketplace a highly dynamic and challenging environment for companies. Effective marketing is therefore crucial for organizations to survive and prosper in such an environment. Marketing is the process through which organizations develop and distribute products and services that satisfy the needs of customers. Customer satisfaction is critical to the profitable operations and growth of organizations and, as such, an integral component of modern-day marketing.

EDUCATIONAL OBJECTIVES

The marketing curriculum offers courses and programs to undergraduate and graduate students for their professional development in domestic and world business.

The primary goals of the Department of Marketing are:

1. to contribute to marketing knowledge through conducting scholarly research and disseminating the research findings through leading journals;
2. to excel in imparting marketing knowledge to students and honing their critical-thinking skills so as to prepare them for potentially successful careers in an increasingly competitive, dynamic, global, and service-and technology-oriented environment; and
3. to be of service to the business and professional communities at large.

A program of study in marketing offers business students a comprehensive understanding of such topics as:

1. Marketing's critical role within organizations;
2. Identification of markets for products and services through better understanding and analysis of consumers' wants and needs;
3. The nature of global competition and identification of viable competitive strategies;
4. Methods used in planning and implementing marketing strategies.

DEGREE PROGRAMS

Major Area of Specialization in Marketing (People & Society)

The Marketing major area of specialization provides business students with an understanding of the basic concepts of marketing with an emphasis on emerging techniques and technologies. This major area of specialization prepares students to practice marketing in a changing competitive environment. Specifically, it covers the 4 Ps of marketing (i.e., product/service, price, promotion and place/distribution) from a managerial perspective. Additionally, the marketing program of study is flexible, allowing students to concentrate on specific areas of professional pursuit such as sales management, advertising, retailing, or marketing research.

MAJOR

The Marketing major provides students with an understanding of the basic concepts of marketing with an emphasis on emerging techniques and technologies. This major prepares students to practice marketing in a changing competitive environment. Specifically, the major covers the 4 Ps of marketing (i.e., product/service, price, promotion and place/distribution) from a managerial perspective. Additionally, the marketing major is flexible, allowing students to concentrate on specific areas of professional pursuit such as sales management, advertising, retailing, or marketing research.

GOALS

A program of study in marketing offers business students a comprehensive understanding of such topics as:

- Marketing's critical role within organizations;
- Identification of markets for products and services through better understanding and analysis of consumers' wants and needs;
- The nature of global competition and identification of viable competitive strategies;
- Methods used in planning and implementing marketing strategies.

MAJOR

The program of study for Marketing majors consists of the following:

Important Note In order to pursue a major area of specialization in Marketing, a student must earn a grade of "B" (grade point of 3.0) or higher in MKT 201/MKT 301 (note that a grade of B- does not qualify). 5 All specific coursework for the major area of specialization in Marketing must be completed with a grade of "C-" or higher (except for the minimum "B" grade required for MKT 201/MKT 301 as noted). A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization. All graded departmental courses in Marketing will be calculated into the major GPA. All courses must be completed within the current pre-requisite structure

REQUIRED COURSES

MKT 302 Marketing Research and Market Analysis

MKT 403 Marketing Management

And

Major Choice Courses - Select three MKT courses (9 credit hours). At most, one course (3 credit hours) identified as STEM may be selected from the available choice courses.

PREREQUISITE(S)

MKT201/301 and MAS202 or
MAS312

MKT201/301, FIN302, and MKT302
(Pre or corequisite)

COURSES

MKT 310 Consumer Behavior & Marketing Strategy

MKT 320 Retailing

MKT 340 Professional Selling

MKT 350 Luxury Marketing

MKT 360 International Marketing

MKT 361 Brand Content Management

MKT 380 New Product Development

MKT 385 Marketing for Entrepreneurs

MKT 386 Advertising Management

MKT 387 Digital Marketing

MKT 388 Health Care Marketing

PREREQUISITE(S)

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT201/301

MKT 389 Understanding Media Metrics in a Digital World	MKT201/301
MKT 469 International Marketing Management	MKT302 (Pre or co- requisite) and MKT 360

STEM-Designated Courses - only 3 credit hours permitted from this area

Courses	Prerequisite(s)
MKT 311 Pricing	MKT201/301, BUS150, and ECO211
MKT 370 Cases in Marketing Analytics	MKT201/301, MKT302, and BUS150
MKT 371 Application of Artificial Intelligence in Marketing	MKT201/301, MAS202, and MAS312
MKT 372 Text and Image Analysis for Marketing	MKT201/301, and BTE320

MINOR FOR BUSINESS STUDENTS

A minor in Marketing for business students consists of at least 12 credit hours of marketing courses and must include the following: MKT201/301, with a grade of “B” (grade point average of 3.0) or higher (a grade of “B-” does not qualify), plus any three courses from the Department of Marketing. All courses must be taken within the current pre-requisite structure. Students may not take both MKT 201 and MKT 301.

***Note:** All specific coursework for the major in Marketing must be completed with a grade of “C-” or higher (except for the minimum "B" grade required for MKT 201/MKT 301 , as noted). The overall grade point average in all marketing courses taken must be 2.5 or higher. All marketing courses in which a Marketing minor enrolls will count toward the minor.

MINOR FOR NON-BUSINESS MAJORS

Important Note: In order to pursue the minor in Marketing, a student must earn a grade of “B” (grade point average of 3.0) or higher in MKT 201/MKT 301 (note that a grade of “B-” does not qualify). MKT 201 is intended for freshman and sophomore business students. MKT 301 is an equivalent course but is intended for non-business or transfer students who are at the sophomore level or higher. Students may not take both MKT 201 and MKT 301. All courses must be taken within the current pre-requisite structure. At most, one course (3 credit hours) identified as STEM may be selected from the available choice courses.

***Note:** All specific coursework for the minor in Marketing must be completed with a grade of “C-” or higher (except for the minimum "B" grade required for MKT 201/MKT 301 , as noted). A minimum cumulative GPA of 2.5 is required for all specific coursework taken in this minor area of specialization. All graded departmental courses in Marketing will be calculated into the minor GPA.

METHOD OF EVALUATION:

There will be three exams. The exams will consist of multiple choice, short answer, essay questions and/or problems. The final exams will not be comprehensive. Materials covered by guest lectures will be included on the examinations. All examinations are scheduled well in

advance. Students are expected to arrange their personal schedules for exams and presentations to be present. Field trips, job interviews, or other such conflicts are not acceptable excuses. Documentation for potentially valid excuses (e.g. serious illness) will be required before a make-up exam is considered. If granted, all make-up exams will be during the final exam date. Exams 1 and 2 will be returned in class two class sessions after the exam date and the instructor will be available for feedback regarding grades. The Presentation and Exam 3 will not be returned in class due to time constraints and grades and feedback will be available via email or in person following the semester.

ACCOMMODATIONS FOR DISABILITIES:

Accommodations will only be given to students who have secured the proper documentation forms from the Office for Student Disabilities located at the Academic Resource Center. Such documentation must be provided to the instructor within the first two weeks from the start of class. Students should contact the Office for Student Disabilities to secure appropriate accommodations and are subject to their rules and deadlines.

HONOR CODE:

Any action during an examination which would normally be considered cheating, such as looking at another student's paper or hidden notes, will be considered an Honor Code violation and will be handled in strict accordance with the Honor Code. Students may work together in preparation of written assignments outside of class.

03/09	Introduction	
	Personal Selling	
03/10	Personal Selling	
	Personal Selling Continued	
03/11	EXAM 1	
03/11	Sales and Sales Management	
	Account Relationship & Territory Management	
	Sales Ethics & Forecast	
	Recruiting & Training Personnel	
03/12	EXAM 2	
03/12	Leadership	2
	Motivating & Compensating Salespeople	7,8
	Evaluating Performance	9,11
03/13	Presentations	
03/13	EXAM 3	

GRADING

Exam 1	25%
Exam 2	25%
Exam 3	25%
Presentation	15%
Class Participation	10%

TEXT

Dalrymple's Sales Management, by Cron & Decarlo, Tenth Edition, Wiley, 2009.
ISBN: 9780470169650, Paper Format, REQUIRED. \$236 (New); \$181.25 (Used)

PRESENTATION

Each student will be required to sell a product or service using the skills learned during the semester. In addition, there will be a second minor project assigned involving current sales literature.

CLASS PARTICIPATION

It is expected that each student will contribute towards making the class more efficient and progressive. In keeping with that, you will be graded on not only being prompt to every class that you attend but also on the effort that you give in class to further discussions.

DISRUPTIVE CLASSROOM BEHAVIOR

Each student will be required to sign a Classroom Code of Conduct outlining specific consequences/penalties for accessing cellular phones, Blackberries, PDA's or other portable devices in the classroom as well as policies on laptop computers, promptness, and unauthorized switching of sections. Your instructor will cover this in detail with you on the first day of class...failure to sign and currently date this document will lead to you being dropped from the course. All students will receive a signed copy countersigned by your instructor one class period after signing it and it should be kept with your important papers as it is an addendum to the Syllabus.

ATTENDANCE

Attendance is not taken but **STRONGLY** recommended for a successful outcome due to the self-explanatory nature of Class Participation. Please reference your Classroom Code of Conduct for specifics regarding this issue.

UM CHAPTER - AMERICAN MARKETING ASSOCIATION

The University of Miami chapter of the American Marketing Association (AMA) is the official campus representative of the most important marketing organization in the world. AMA is a group of students who love talking about the latest trends in branding, advertising and social media. At weekly meetings, AMA members work on real projects with local and national companies such as Vitamin Water, Ice Breakers, Mary Kay Cosmetics and many others. AMA organizes marketing events throughout the year and brings well-known marketing professionals and entrepreneurs to campus to connect with members, giving them a multitude of opportunities including internships.

For more information on getting involved in University of Miami AMA, visit us on Facebook and Instagram (@UMiamiAMA) or email us at umama.communication@gmail.com