

MKT 426: Sales and Marketing Management

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Course Dates: May 10, 2021 – June 27, 2020

Course Times: Online

Location: Moodle

Course Description

This course focuses on improving the efficiency and effectiveness of a company's marketing activities. Topics will cover product management, pricing, distribution and inventory, market segmentation, and positioning. The course will demonstrate quantitative techniques for determining sales territories and compensation; advertising and other promotional budgets; product line and business unit profit margins; and other metrics for determining the net contribution of the marketing program.

Course Objectives

1. Learn how to apply fundamental sales and marketing concepts to help grow the revenue of an organization
2. Develop a firm grasp on the changing landscape of both sales and marketing and understand how they work in tandem and where they differ.
3. Build a deep understanding of marketing, PR and advertising channels and how to best utilize each channel for maximum impact.
4. Know the value of ethical standards and socially responsible behaviors in sales and marketing.

Textbook Information

Lamb, C. W., Hair, J. F., & McDaniel, C. (2013). *Marketing* (12th ed.). Mason, OH: South-Western/Cengage Learning. (ISBN-13: 978-1-111-82164-7)

Email/Communication Policy

You may contact me via email at rcvet@peace.edu at any time. Please include "MKT 426" in the subject to ensure a prompt response. If you have not received a response in 24 hours, please reach back out. You can also use the following link to put time directly on my calendar: <https://calendly.com/ryancvet/mkt426>. I am also available via text at 919.386.9838.

Online Course

All online courses in the School of Professional Studies are fully online and require the use of Moodle. Weekly readings, activities, and assignments will be listed in Moodle. You should expect to spend on average 10-15 hours per week on an individual 3-credit course. This includes all the readings, posts and assignments as well as being actively engaged in the discussions on the message boards. You should expect to log into the course daily, or at least 4-5 times per week.

Synchronous Meeting Time

A Doodle poll will be made available during the first week of class to survey potential times for 2, 30-minute Q&A and discussion sessions via Zoom. These are fully optional. Attendance and active participation in the live Q&A session will count for half of your participation during that particular week. No extra credit will be given for attending a session.

Missed Work / Late Work Policy

When preparing for sales meetings or the launch of marketing campaigns, deadlines are crucial. Being able to under promise and over deliver is critical for success. Additionally, collaborating with team members is an essential component for innovation and being a team player. As such, participatory weekly assignments must be completed by the respective deadline each week to receive credit. Should an unforeseen circumstance arise, preventing you from being able to complete the assignment in a reasonable time, please reach out immediately to come up with an alternative plan.

Proctoring Policy

All online courses at William Peace University require one (1) proctored exam during the final week of the course. The exam will be no greater than sixty (60) minutes. For more information on proctoring options, please see: http://www.peace.edu/wp-content/uploads/Proctoring-Options-for-Online-Students_2016.pdf.

Academic Integrity

William Peace University seeks to develop both the intellect and character of its students. All members of the University are expected to promote a culture of academic integrity, and all students are expected to inform themselves of the University's policies and procedures related to the Honor Code.

All forms of academic misconduct are violations of the University's Honor Code. These include, but are not limited to:

- Cheating: Using or attempting to use unauthorized materials, information, or study aids in academic work or in working with others on academic requirements (tests, assignments, etc.)
- Plagiarism: Representing the words or ideas of another as one's own in any academic work, whether intentional or not

- Falsification: Falsifying or inventing any information or citation in academic work
- Facilitating academic dishonesty: Helping or attempting to help another student to commit an act of academic dishonesty
- Lying: Misrepresenting information that is relevant to the classroom or academic performance

If a faculty member suspects academic misconduct has taken place, s/he will complete an Honor Code Violation Report and meet with the student to discuss. A student may accept or decline to accept responsibility. If a student accepts responsibility, s/he will be subject to the penalty determined by the faculty member. If a student declines to admit responsibility, the case will be turned over the Honor Board for adjudication. A complete summary of the Honor Code and Honor Board policy can be found in the *2020-2021 Academic Catalog*.

Tutorial Services

Peer Tutoring is available for all WPU students free of charge. Support is offered in many subjects, including anthropology, biology, business, chemistry, criminal justice, history, math, political science, psychology, simulation and game design, and writing. Free workshops on study skills and documentation styles like MLA and APA are also offered each semester. Tutorial Services also has many resources on studying, citation, grammar, and other academic topics. Students can sign up for individual appointments using WPUConnect or in person at the Center for Student Success, located in the 2nd floor of Finch Library. For more information, contact Dr. Deanna Rogers, Director of Academic Support, at drogers@peace.edu or 919-508-2080.

Disability or Learning Services

Disability Services are available to all WPU students who require reasonable accommodations due to any cognitive, physical, or psychological disability, in order to provide equal access to the educational environment. Students will need to be certified with the Disability Services Office and provide appropriate documentation to receive an Academic Accommodation Plan. For more information or to become certified, please contact a counselor in the Disability Services Office, which is located on the 1st Floor of Joyner House. You may also reach Disability Services by sending an email to Disability@peace.edu.

Attendance Policy

William Peace University students are expected to attend all classes and laboratories for which they are registered, believing that regular class attendance and participation are an essential part of a student's educational program. However, the University's policy is that students may not miss more one (1) class in a 7-week session or two (2) classes in a 15-week session or the student is subject to course failure. It is the responsibility of the student to meet the attendance policy.

All members should arrive on time for classes and activities and leave when dismissed. Students who must arrive or depart a class early should notify the instructor prior to class and do so with minimal disruption to the class.

Class Participation

This class is designed to foster discussion and interaction. Students are expected to come to class prepared to apply readings in class discussion and activities. It is your responsibility to actively participate in class. Simply being present in class is not sufficient.

Assignments and Grading

Weekly Discussions and Engagement

Each week, you will have opportunities to engage with your classmates on the course materials. Throughout each unit, you will be presented with discussion questions and opportunities to engage with and respond to your peers' reflections on the topics at hand. For an exemplary mark, you must engage with at least **two** classmates on their responses and bring in at least **one** relevant topic, theme or keyword into the discussion. Each week is worth 2% of your grade as outlined in the table below. You will gain 0.5% for engaging a fellow classmate and 0.5% for incorporating relevant learnings for a total of 1% per engagement per week and a maximum of 2% for all engagement.

Weekly Assignments, Quizzes and/or Case Studies

Each week, you will be presented with either an assignment, a quiz or a case study. Each weeks' participation accounts for up to 5% of your total grade. Assignments and case studies will each be graded based on the completion of answering the individual prompts as outlined. The quizzes marked as "for credit" will be graded based on the overall performance of an individual quiz in a given week. The quizzes will be timed and are **not** open book. In both instances, partial credit will be awarded.

Final Exam

The credit awarded for the final exam will be given based on the percentage of questions answered correctly. The exam will contain 30 multiple choice questions each worth 2 points and 4 short answer questions each worth 10 points. The questions will be based solely on content given throughout the course including lectures, assignments and required readings. Partial credit will be given for the short answer questions. To receive full credit for the short answer questions, please ensure you have read the prompt thoroughly and connect the question to topics learned during our class.

Final Project

The final project is designed to provide you with an opportunity to connect your cumulative knowledge gained from the course into one project. The project will be graded on the criteria below for a total of 100%. Please see the project guidelines attached to this syllabus and provided on Moodle.

Grade scale for all graded materials:

A: 100-90 B: 89-80 C: 79-70 D: 69-60 F: 59-0

Participation	Percentage
Weekly Discussion and Engagement	14%
Assignments	Percentage
Weekly Assignments, Quizzes and/or Case Studies	35%
Final Deliverables	Percentage
Final Exam	23%
Final Project and Case Study	28%

Weekly Activities/Assignments

Weekly engagements with classmates must be thoughtful in answers and foster open dialogue. They should bring in or build on relevant themes learned within that week.

Please be sure to cite all sources appropriately using APA format. Please review all writings carefully for spelling and grammatical errors.

Weekly Activities

Week 1 – 5/10-5/16: The Landscape of Sales and Marketing	
Weekly Learning Objective	
<ul style="list-style-type: none"> Understand the differences and similarities between sales and marketing units and how they are interdependent on one another 	
Learning Outside the Classroom	Date Due
<ul style="list-style-type: none"> External Articles <ul style="list-style-type: none"> https://blog.hubspot.com/sales/sales-and-marketing Watch the videos in Moodle <ul style="list-style-type: none"> Participate in quizzes, polls and discussions 	May 16, 2021 by 11:59 PM EST
Reading	
<ul style="list-style-type: none"> Reading in <i>MKTG</i>¹² Textbook <ul style="list-style-type: none"> Chapter 1. An Overview of Marketing Chapter 17-1. Personal Selling and Sales Management <ul style="list-style-type: none"> Only read section 17-1, The Sales Environment, we will revisit the remainder of the chapter later 	
Assignments	
<ol style="list-style-type: none"> SURVEY: Assessment of Marketing Knowledge (Completion Grade Only) SHORT ESSAY PROMPT: <u>Can there be sales without marketing or marketing without sales?</u> In no less than 200 and no more than 500 words, state your case and your opinion. DISCUSSIONS: 	

<ul style="list-style-type: none"> ○ <u>Welcome! Introduce yourself.</u> ○ <u>Do you align more with sales or marketing as a career choice?</u> 	
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Week 2 – 5/17-5/23: Marketing in a Global Climate	
Weekly Learning Objective	
<ul style="list-style-type: none"> • Develop a key understanding of how to uphold ethics and values in sales and marketing campaigns • Understand the local, national and global landscape and how various cultures, generations and backgrounds influence one's ability to sell and market 	
Learning Outside the Classroom	Date Due
<ul style="list-style-type: none"> • External Articles <ul style="list-style-type: none"> ○ https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation.html • Watch the videos in Moodle <ul style="list-style-type: none"> ○ Participate in quizzes, polls and discussions 	<p>May 23, 2021 by 11:59 PM EST</p>
Reading	
<ul style="list-style-type: none"> • Reading in <i>MKTG</i>¹² Textbook <ul style="list-style-type: none"> ○ Chapter 3. Ethics and Social Responsibility ○ Chapter 4. The Marketing Environment ○ Chapter 5. Developing a Global Vision 	
Assignments	
<ol style="list-style-type: none"> 1. CASE STUDY: <u>Gary Caplan's Energy Drink</u> <ul style="list-style-type: none"> ○ Join Discussion in Moodle 2. MINI-PROJECT: <u>Marketing Fail!</u> <ul style="list-style-type: none"> ○ Full instructions on Moodle 3. DISCUSSION: <u>Plagiarism and Ethics</u> 	

Week 3 – 5/24-5/30: Understanding Buyers and Market Segmentation	
Weekly Learning Objective	
<ul style="list-style-type: none"> • Creating a marketing plan that goes beyond tactics and looks at holistic marketing strategy • Grasping and employing marketing segmentation as a means to more effectively target your audience 	
Learning Outside the Classroom	Date Due
<ul style="list-style-type: none"> • External Articles <ul style="list-style-type: none"> ○ https://www.brandwatch.com/blog/how-understand-influence-consumer-behavior/ • Watch the videos in Moodle <ul style="list-style-type: none"> ○ Participate in quizzes, polls and discussions 	<p>May 30, 2021 by 11:59 PM EST</p>

Reading	
<ul style="list-style-type: none"> Reading in <i>MKTG</i>¹² Textbook <ul style="list-style-type: none"> Chapter 2. Strategic Planning for Competitive Advantage Chapter 6. Consumer Decision Making Chapter 8. Segmenting and Target Markets 	
Assignments	
<ol style="list-style-type: none"> DISCUSSION: <ul style="list-style-type: none"> <u>Does Market Research Matter?</u> <u>Aligning with a Business' Mission.</u> QUIZ: Cumulative to this point, multiple choice 	

Week 4 – 5/31-6/6: Marketing and Sales Channels	
Weekly Learning Objective	
<ul style="list-style-type: none"> Gaining an understanding of the various channels through which marketing and sales professionals can effectively deploy campaigns 	
Learning Outside the Classroom	Date Due
<ul style="list-style-type: none"> Watch the videos in Moodle <ul style="list-style-type: none"> Participate in quizzes, polls and discussions 	<p>June 6, 2021 by 11:59 PM EST</p>
Reading	
<ul style="list-style-type: none"> Reading in <i>MKTG</i>¹² Textbook <ul style="list-style-type: none"> Chapter 13. Supply Chain Management and Marketing Channels. Chapter 14. Retailing Chapter 15. Marketing Communications Chapter 16. Advertising, Public Relations and Sales Promotion Chapter 18. Social Media and Marketing 	
Assignments	
<ol style="list-style-type: none"> MINI-PROJECT: Dissecting Your Favorite Brand Full instructions on Moodle. <i>This project will take a bit more time than previous projects</i> as you will be putting together a presentation that pulls in all cumulative data from this week. DISCUSSION: <u>As a consumer, which channels and tactics are most impactful for you?</u> 	

Week 5 – 6/7-6/13: Sales Management	
Weekly Learning Objective	
<ul style="list-style-type: none"> Identify key differences between the various modalities of selling Learn the power of pricing and its influence on customer behaviors 	
Learning Outside the Classroom	Date Due

<ul style="list-style-type: none"> • Watch the videos in Moodle <ul style="list-style-type: none"> ◦ Participate in quizzes, polls and discussions 	
Reading	
<ul style="list-style-type: none"> • Reading in <i>MKTG</i>¹² Textbook <ul style="list-style-type: none"> ◦ Chapter 7. Business Marketing ◦ Chapter 17. Personal Selling and Sales Management ◦ Chapter 19. Pricing Concepts 	
Assignments	
<ol style="list-style-type: none"> 1. EXERCISE: Close the deal. You are responsible for “selling” education at WPU to prospects. How will you do this successfully? Full instructions on Moodle. 2. DISCUSSION: <ul style="list-style-type: none"> ◦ <u>Which sales technique are you personally most comfortable with?</u> ◦ <u>If a firm can increase revenue by raising its prices, shouldn't it do so?</u> 3. <u>QUIZ</u>: Cumulative, multiple choice. 	June 13, 2021 by 11:59 PM EST

Week 6 – 6/14-6/27: Customer Success and Relationship Management	
Weekly Learning Objective	
<ul style="list-style-type: none"> • Carrying marketing through the sales process into the relationship management process 	
Learning Outside the Classroom	Date Due
<ul style="list-style-type: none"> • External Articles <ul style="list-style-type: none"> ◦ https://www.qualtrics.com/blog/6-ways-disney-world-delivers-top-customer-experiences/ • External Videos <ul style="list-style-type: none"> ◦ https://www.youtube.com/watch?v=2v0RhvZ3lvY ◦ https://www.youtube.com/watch?v=d9WqBvTiWE0 • Watch the videos in Moodle <ul style="list-style-type: none"> ◦ Participate in quizzes, polls and discussions 	June 27, 2021 by 11:59 PM EST
Reading	
<ul style="list-style-type: none"> • Reading in <i>MKTG</i>¹² Textbook <ul style="list-style-type: none"> ◦ Chapter 17-6. Customer Relationship Management and the Sales Process. 	
Assignments	
<ol style="list-style-type: none"> 1. CASE STUDY: <u>Delta Airline's Response to COVID</u> Full instructions on Moodle 	

Week 7 – 6/21-6/27: Leading Sales and Marketing Organizations	
Weekly Learning Objective	
<ul style="list-style-type: none"> Leveraging data and metrics to effectively lead teams and grow sales and marketing organizations 	
Learning Outside the Classroom	Date Due
<ul style="list-style-type: none"> External Videos <ul style="list-style-type: none"> https://www.youtube.com/watch?v=dMV8rsuEPOg Watch the videos in Moodle <ul style="list-style-type: none"> Participate in quizzes, polls and discussions 	June 27, 2021 by 11:59 PM EST
Assignments	
<ol style="list-style-type: none"> FINAL PROJECT: See above instructions FINAL EXAM: 60-minute exam with 30 multiple choice and 4 short answer questions. <u><i>This is a proctored exam.</i></u> 	