Office of Academic Affairs
Tarleton State University
Date Prepared: 12/1/08
Dates Revised:

Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems
Course Prefix/Number: MKTG 412
Course Title: Sales Management
Master Syllabus Approved by Department on: 12/1/08

I. Catalog Description:
Administration of an effective sales force, including strategy, planning, recruiting, training, motivating, coordinating, leading and directing sales forces at all levels of marketing enterprises.

II. Prerequisites:
MKTG 314 and MKTG 315

III. Expanded Course Description:
The study of the administration of sales force management will be conducted using the text, in-class lecture and involvement with professionals involved in the administration of sales forces.

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).
A. Understand the current business environment in which organizations operate and within which the sales force must compete
B. Understand the role of the sales force in executing the firm’s overall marketing strategy
C. Understand the role of sales management in recruiting, training, leading, motivating, compensating and evaluating the sales force

At the conclusion of the course the (successful) student will have demonstrated understanding of the principles and tactics of Sales Management though successful performance on in-class examinations, in-class participation and outside assignments.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:
   a) Course Requirements
   b) Required Text(s)
   c) Bibliography
VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure of give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature                          Date