UNIVERSITY OF SOUTHERN CALIFORNIA

Marshall School of Business Administration

Marketing 415
Sales Force Management
Spring, 2016
M and W, 6:00 – 7:50 pm
Class Room:
Office:
Office Hours: M 5:30 – 6:00 and by appointment

Kristen Moulin
Adjunct Professor of Marketing

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Course Materials


Course Objectives

1. Help you develop a love for marketing and grasp principles of sales force management, marketing, and personal selling;
2. Enhance your problem solving skills;
3. Discuss important current and future issues in the marketing and sales fields; and
4. Help prepare you for a career in business.

My Background

I am currently the AVP, Shopper Marketing for Coca-Cola North America. In this role, I lead the Shopper Marketing team for the West National Retail Sales organization. I have spent the past 18 years working for Coca-Cola in various Marketing and Sales roles. I earned my MBA from USC’s Marshall School of Business and my BS from the University of Arizona. I reside in Orange County with my husband and four young boys. I am passionate about learning and leading/developing high performing teams. I am thrilled to be an Adjunct Professor at USC as I have a lot of practical work experience to bring to the classroom.

Course Format

I use a combination of lectures, class discussions, and guest speakers. I encourage a lot of interaction in class, as I think it makes for a more stimulating learning environment. I expect you to be present, to be prepared for class, and to participate in class discussions.
Course Guidelines

1. Come to class prepared and be on time.
2. Complete the assignments.
3. Be courteous when someone else is speaking.
4. Participate in class discussions. Ask questions.
5. Be present. Please refrain from using cell phones during class.

Performance Appraisal

<table>
<thead>
<tr>
<th></th>
<th>% of grade</th>
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<tbody>
<tr>
<td>1. Self Assessment</td>
<td>5%</td>
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<tr>
<td>2. Mock Interview/Assessment</td>
<td>10%</td>
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<tr>
<td>3. Midterm Exam</td>
<td>25%</td>
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<td>4. Final Exam</td>
<td>25%</td>
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<td>5. Group Project</td>
<td>25%</td>
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<tr>
<td>6. Class Participation</td>
<td>10%</td>
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Class Participation

Your participation in class is extremely important. Your class participation grade is based on attendance and your contribution to class discussions. I encourage you to interact and engage with your peers and our guest speakers.

Exams

The exams will be a combination of multiple choice, short answer, and essay to test your understanding of class concepts and principles.

Group Project

There will be a group project that will account for 25% of your grade in this course. I expect your group to identify a company with a sales organization/team. I would like you to analyze the sales organization/team, applying the principles you’ve learned in this course. The analysis should include an assessment of the type of sale organization/team, the recruitment and selection process, the performance development process, the compensation structure, the sales training process, the identification of potential problem or challenge that the sales organization/team might face, and recommendations of how to
overcome the problem or challenge. The recommendations should be well developed in their components and how they should be implemented. You should provide a clear rationale as to why your particular recommendations will address the potential problem/challenge. If possible, I encourage you to connect with a member of the sales organization/team you are analyzing. You will deliver your final presentations in class at the end of April. Your final analysis is due on April 27th at 5:00 PM.

Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment (if any)</th>
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<tbody>
<tr>
<td>Jan. 11</td>
<td>Course Overview</td>
<td>Self Assessment - Due by 1/18</td>
</tr>
<tr>
<td>Jan. 13</td>
<td>Intro to Sales Management</td>
<td>Text: Chapter 1</td>
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<tr>
<td>Jan. 18</td>
<td>Martin Luther King Holiday</td>
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<tr>
<td>Jan. 20</td>
<td>Process of Selling and Buying</td>
<td>Text: Chapter 2</td>
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<td>Jan. 25</td>
<td>Sales and CRM</td>
<td>Text: Chapter 3</td>
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<td>Jan. 27</td>
<td>Organizing the Sales Effort</td>
<td>Text: Chapter 4</td>
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<tr>
<td>Feb. 1</td>
<td>Information in Sales Management</td>
<td>Text: Chapter 5</td>
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<tr>
<td>Feb. 3</td>
<td>Guest Speaker: Sam Svitenko</td>
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<td>Feb. 8</td>
<td>Behavior, Role, Perceptions and Satisfaction</td>
<td>Text: Chapter 6</td>
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<tr>
<td>Feb. 10</td>
<td>Motivating the Sales Force</td>
<td>Text: Chapter 7</td>
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<td>Feb. 15</td>
<td>President’s Day</td>
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<td>Feb. 17</td>
<td>Midterm Exam</td>
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<td>Feb. 22</td>
<td>Criteria for Selecting Salespeople</td>
<td>Text: Chapter 8</td>
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<td>Feb. 24</td>
<td>Recruitment and Selection</td>
<td>Text: Chapter 9</td>
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<td>Feb. 29</td>
<td>Sales Training and Evaluation</td>
<td>Text: Chapter 10</td>
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<td>Mar. 2</td>
<td>Compensation and Incentives</td>
<td>Text: Chapters 11</td>
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</tbody>
</table>
Mar. 7    Mock Interviews

Mar. 9    Evaluating Performance and Giving Feedback

Mar. 14   Spring Break

Mar. 16   Spring Break

Mar. 21   Cost Analysis
           Guest Speaker: Laura Koch
           Partner Appirio

Mar. 23   Personal Selling

Mar. 28   Personal Selling

Mar. 30   Personal Selling

Apr. 4    Personal Selling

Apr. 6    Strategic Marketing Framework

Apr. 11   Culture and Collaboration

Apr. 13   Persuasive Storytelling

Apr. 18   TBD – Franchising/Distributors/Brands/New Products
           *Subject to Guest Speaker availability

Apr. 20   Group Presentations

Apr. 25   Group Presentations

Apr. 27   Group Presentations

May. 4 – 11 Final Exam

Interview Guide and Assessment – Due by 3/14

Text: Chapter 13

Text: Chapter 12

Hopkins: Chapters 1 – 5

Hopkins: Chapters 6 – 11

Hopkins: Chapters 12 – 17

Hopkins: Chapters 18 – 23