

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:

Kristen Moulin
Adjunct Professor of Marketing

Office Hours: M 5:30 – 6:00 and by appointment Phone: (949) 275-4636
e-mail: kmoulin@marshall.usc.edu

Course Materials

1. Mark Johnston and Greg Marshall (2013), **Sales Force Management**, 11th edition, Routledge.
2. Tom Hopkins (2005), **How to Master the Art of Selling**, Warner Business Books.

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

% of grade

- | | |
|------------------------------|-----|
| 1. Self Assessment | 5% |
| 2. Mock Interview/Assessment | 10% |
| 3. Midterm Exam | 25% |
| 4. Final Exam | 25% |
| 5. Group Project | 25% |
| 6. Class Participation | 10% |

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

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

Mar. 7	Mock Interviews	Interview Guide and Assessment – Due by 3/14
Mar. 9	Evaluating Performance and Giving Feedback	Text: Chapter 13
Mar. 14	Spring Break	
Mar. 16	Spring Break	
Mar. 21	Cost Analysis Guest Speaker: Laura Koch Partner Appirio	Text: Chapter 12
Mar. 23	Personal Selling	Hopkins: Chapters 1 – 5
Mar. 28	Personal Selling	Hopkins: Chapters 6 – 11
Mar. 30	Personal Selling	Hopkins: Chapters 12 – 17
Apr. 4	Personal Selling	Hopkins: Chapters 18 – 23
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	