MKT 473
SELLING IN ORGANIZATIONAL MARKETS
Fall 2012

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Office Hours: 8:00-10:00 AM  MWF
4:30-5:30  PM  MW

Text: None; Readings on Lied Electronic Reserve

Course Description
This is a senior level elective on the specialized subjects of business marketing and sales management. The class is a new one this semester and it is a hybrid of the former classes Business Marketing (MKT 473) and Sales Management (MKT 465). Due to the restructuring of the Lee School, several faculty members have switched departments or left UNLV, necessitating the consolidation of electives.

The focus of the first part of the class will be on the structure and distinguishing characteristics of business (organizational) markets. Terminology will be an important part of this section of the course. Another important aspect will be the buying behavior that occurs in organizational marketing. Once this foundation is laid, we will proceed with issues in sales management, and apply them to organizational markets. Note that many of the sales management concepts are equally applicable in consumer markets.
Class Format

This is essentially a "lecture" class. Each lecture will be quite focused and usually more specialized than any assigned reading. Current events will be featured. The goal is to learn about one topic during each lecture, although some of the more important topics are covered with multiple lectures. Reading any assigned material before the lecture will provide you with background information on that topic.

Class will start on time and end on time (or before). Attendance is strictly voluntary. However, students who frequently miss class tend to do poorly on the exams, since much of the material is not in the course readings. Although the format is "lecture," questions and class discussion are encouraged. Several videos will also be shown. They are professionally produced and help to illustrate concepts which may seem abstract.

We will proceed through the material in order as indicated on the attached schedule. The course material is split roughly evenly with half before the midterm and half after. The material to be tested is about equal.

Class Projects

This will be an individual project; no groups. It will involve the analysis of a typical sales management problem in a business marketing context. Some numerical work will be required. Complete details will be forthcoming in another handout. The assignment is also intended to serve as an added communications component of the class.

Exams

There will be a midterm exam on October 19 and a final exam during Finals Week. The final exam is not comprehensive; it will cover only the material from the second half of the course. Both exams will have 75 minute time limits.

Exams will consist of 2 essay questions (25 points each) and 25 multiple choice questions (2 points each). So each exam will contain 100 points. You will need an exam booklet and a pen (preferably) for the essay portion of the exams and a Scantron and pencils for the multiple choice. There will likely be more variance on essay questions than on the multiple choice part of exams.
Each topic and reading has the potential to be tested, with the more important material likely receiving more emphasis on the exams. Definitions are more likely to appear in multiple choice questions; strategy issues more likely in essays. Each reading and each video will be tested to some degree.

Sample questions will be discussed before the midterm exam. They will illustrate the format of the questions and the level of detail required. The sample questions are on the course website.

Makeup exams are strongly discouraged. Students tend not to do well on them. Due to the nature of the grading system, you are much better off taking the same exam as the rest of the class.

Grading

Points available are:  
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<tbody>
<tr>
<td>Midterm exam</td>
<td>100 points</td>
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<td>Final exam</td>
<td>100 points</td>
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<td>Course project</td>
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<td>300 points</td>
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Grades will be determined using a curve where you are compared to other students in the class. This approach negates the effects of overly difficult exams, since you are being compared only to other students, not an absolute standard. There is no quota on various grades and past grading distributions will be presented. In general, “plus/minus” grading will not be used.
Students often ask about "extra credit." There may be events sponsored by the Marketing Department this semester. If these occur, small amounts (4-5 pts) of extra credit will be granted for attending. However, these events are tentative, may not occur, or may not fit your schedule. Extra credit would be useful for students only in very borderline cases. Instead of obsessing about extra credit, a good alternative would be to attend a session at the UNLV Writing Center as noted below.

Other Important Information

All UNLV policies on religious holidays, student learning disabilities, and academic dishonesty will be followed. These are posted on the UNLV Provost’s website.

Note that many students have a grade requirement (usually a "C" or better) in the class. Several colleges (including the College of Business) have changed their policies on this matter. It is your responsibility to check the catalog or meet with an advisor if you have a question on this issue.

You will be held to the announced grading criteria with no changes or extra credit after the class has ended. Some students feel that rules should be changed after the fact; this will not happen.

Probably the best investment you can make in improving your grade is to attend a session at the UNLV Writing Center. Many students (even at the senior level) are incredibly naïve about how to write essay exams. A bad essay could be quite harmful to your grade.

The Writing Center offers a number of one hour seminars and practice sessions on essay exams. A schedule of these seminars will be circulated in class.