

Tuesday & Thursday, 11:00AM -12:15PM, Classroom:
Aerospace & Mechanical Engr. Room S212

Instructor:

Mr. Rodger Elkins
(520) 241-4458
rhelkins@email.arizona.edu

Office Location: Engineering, Room 254
Hours: TU & TH 1:00PM-2:30PM
Also by appointment

Learning Objectives

- ❖ Develop a fundamental understanding of the technical sales and marketing professions.
- ❖ Understand the importance of integrating with other business functions for success.
- ❖ Understand the different phases of the technical sales process, including requests for proposals and responses to requests for proposals.
- ❖ Improve technical communication skills, in general, and technical marketing and sales communication skills, in particular.
- ❖ Understand the importance of relationship selling to success in technical sales.
- ❖ Prepare for a career as a technical sales or marketing professional or for a career working with technical sales or marketing professionals.

Course Format

- ❖ The intent of this course is to provide students with an understanding of the technical marketing and sales processes through a variety of experiences.
- ❖ Students will gain knowledge by attending lectures, participating in activities and projects, viewing videos, and reading course content material.
- ❖ Guest speakers with a variety of backgrounds will share their unique perspectives regarding sales and marketing in technological fields.
- ❖ Homework and classroom activities will broaden the students' understanding of the material.
- ❖ A major two-phase team project, as well as smaller activities and projects, will provide students with opportunities to simulate real-world technical sales situations.

Grading Breakdown:

SIE 415:	
Team Projects	30%
Homework (individual)	35%
Mid-Term Exam	15%
Final Exam	15%
In-Class Activities	5%

SIE 515:	
Team Projects	30%
Homework (individual)	30%
Term Project	5%
Mid-Term Exam	15%
Final Exam	15%
In-Class Activities	5%

Grading scale: 90% or more of possible points = A, 80% = B, 70% = C, 60% = D, <60% = E.
Peer evaluations may account for grade adjustments of up to a few percentage points in either direction.

(Please note: a final adjusted grade of 69.5% is not a C, 79.5% is not a B, and 89.5% is not an A.)

General Class Guidelines for ALL students

- ❖ This class will use web-based D2L (Desire to Learn) as the primary means for distributing class materials, including assignments. Unless otherwise indicated, all assignments and homework must be uploaded into the D2L Dropbox by the beginning of class on the due date. “I uploaded the file to D2L, but now it’s not there” is **NOT** an acceptable excuse for late homework. Please double check to ensure that your document made it into the D2L Dropbox successfully. Feel free to use the Practice Dropbox to experiment with this process. No late homework or assignments will be accepted except in extreme situations as determined by your instructor. For team assignments, one submission per team is adequate.
- ❖ Exams will cover information contained in course reading material, lectures, and topics discussed by guest speakers, as well as concepts learned through homework and projects. Study guides for exams will be posted on D2L prior to exam days.
- ❖ Ethical and professional behavior is an expectation in this course. Please treat your fellow classmates, instructors and guest speakers with courtesy and respect.
- ❖ This course supports elective gender pronoun use and self-identification: rosters indicating such choices will be updated throughout the semester, upon student request. As the course includes group work and in-class discussion, it is vitally important for us to create an educational environment of inclusion and mutual respect.
- ❖ Inclusive Excellence is a fundamental part of the University of Arizona’s strategic plan and culture. As part of this initiative, the institution embraces and practices diversity and inclusiveness. These values are expected, respected and welcomed in this course.

General Class Guidelines for on-campus students

- ❖ Please arrive at class **on time** and turn off all cell phones, social networks, and other distractions. If you are continually late, this will be noticed and can negatively impact your course grade.
- ❖ Regular course attendance is required. Frequently throughout the semester, you will be required to submit work completed during class. Although classroom work cannot be made up, you may miss one in-class activity and still receive full credit for this grade category.
- ❖ Although the official rules for most classrooms do not permit food or drink, we are fine with it if you want to bring food or drink provided it is quiet and does not have a distracting smell.
- ❖ All holidays or special events observed by organized religions will be honored for those students who show affiliation with that particular religion. Additionally, absences pre-approved by the UA Dean of Students (or Dean's designee) will be honored. Please check with your instructor at least **two weeks prior** to an anticipated absence.
- ❖ Attendance on exam days is required. In case of an emergency or serious illness on an exam day, notify your instructor prior to the exam.

Academic Dishonesty

We expect you to conduct yourself in this class with integrity and honesty in all matters of homework, assignments, and exams. If any form of academic dishonesty occurs, procedures as outlined by the Dean of Students will be followed. Please review the UA Code of Academic Integrity at <http://deanofstudents.arizona.edu/codeofacademicintegrity> . A reduction in credit is the minimum action that will be taken, and other actions (e.g., notes on transcript, reduction in final course grade) may be taken as deemed appropriate. This Code of Academic Integrity demands that **all** material submitted by a student is the student's **own original work**. This also pertains to a student doing his/her own work on all exams.

Special Needs

Students needing special accommodations or special services should contact the Disability Resource Center (<http://drc.arizona.edu>) and/or the SALT Center (<http://www.salt.arizona.edu>). Students with disabilities who require reasonable accommodations to fully participate in course activities or meet course requirements must register with the Disability Resource Center (DRC).

Professional Conduct

Students attending The University of Arizona must observe the Student Code of Conduct. The Code is based on the assumption that "behavioral expectations support each student's freedom to learn and participate as responsible members of the University of Arizona community." Please review the UA Student Code of Conduct at <http://deanofstudents.arizona.edu/student-code-conduct-student-faqs> .

Course Topics

The topics we cover during the semester include (but are not limited to):

- ❖ The technical sales process
- ❖ Personal selling
- ❖ Requests for Proposals (RFPs)
- ❖ Responses to RFPs (Proposals)
- ❖ The marketing mix
- ❖ Group dynamics
- ❖ Time management for professionals
- ❖ Effective written communication
- ❖ Effective presentations
- ❖ Sales territory design
- ❖ Listening
- ❖ Strategy & Planning
- ❖ Ethics in sales and marketing
- ❖ Negotiating
- ❖ Marketing media
- ❖ Branding
- ❖ Creativity
- ❖ Pricing strategies
- ❖ Sales compensation
- ❖ Competitive analysis
- ❖ Management and leadership
- ❖ Customer relationship management
- ❖ Handling customer objections

