

Grading Scale

A	93-100	C+	77-79.99
A-	90-92.99	C	73-76.99
B+	87-89.99	C-	70-72.99
B	83-86.99	D+	67-69.99
B-	80-82.99	F	< 66.99

Mid-term Exam

There will be one in-class exam designed to test your knowledge of sales theory and ability to apply key sales concepts to different sales scenarios. The exams will consist of short answer essay questions that require you to draw upon the readings and class discussions prior to the test date.

“5 Points of Light” Papers (Plus “Ask for Professor”)

For five (5) of the assigned readings, you will be required to hand in a 1-page paper (max!), single-spaced that briefly identifies and discusses what you consider to be the 5 major points that you took away from the reading. The focus should be on major concepts/key learnings that you feel better inform your ability to sell the specific inventory that you are responsible for selling.

At the end of each paper, you must also include one thought-provoking “ask for Professor” question that you garner from the readings that relates to your specific sales project. These questions will be answered by the professor either in class or on the course website. I expect these questions to: 1) reflect your critical thinking about the sales process and 2) raise an issue that we can discuss in class as a group or on-line. These questions can be posed in the form of a sales scenario.

Experiential Learning Sales Projects

Each student will engage in one of two sales projects: 1) Sponsorship and group ticket sales for a “Salute to Massachusetts Softball” event tied to UMass softball game on Sunday, April 20; or 2) group ticket sales for the Boston Bruins. In addition, all students will participate in a telemarketing campaign in early May for season-ticket renewals for UMass football (dates TBD). Specific deliverables and timetable for deliverables/sales reports will be provided early in the semester in a separate document.

Attendance/Participation

As stated in Undergraduate Rights and Responsibilities, “students are expected to attend regularly scheduled classes at the University for which they are registered...”. As an Honors course, it is expected that you will be an active participant in the class. This means listening to what other people say and offering your own thoughts. You will be allowed one unexcused absence. Any additional unexcused absences will result in a 1% reduction in your class grade. A valid excused absence includes a *documented* reason for your absence (i.e., due to accident, medical) or a sales call related to this course. Please make every effort to not schedule outside sales calls during class time.

SPORT MARKETING 495H/595B - SYLLABUS

Date	Topic	Assignments
M 1/28	Course Overview & Expectations Sales Assessment Survey	Handout for Hershey's Mock Sales Exercise
W 1/30	Overview of Sport Sales Philosophies, Process & Inventory Hershey's Mock Sales Exercise	Stephens, Chapters 1-3 Reader, Ch. 1 - Irwin et al., "Effective Direct Sales Techniques for Sport Organizations"
M 2/4	Theory of Sales and Sales Force Management; On Spoelstra & Sports Sales	Reader, Ch. 2 – "Personal Selling and Sales Management" (HBS)- "5 Points of Light" 1-pager due with question Reader, Ch. 3 – Spoelstra, <i>Ice to the Eskimos</i> (selected chapters)
W 2/6	Introduction of Sales Projects: Boston Bruins/UMass Athletics	Review Bruins and UMass Softball Websites
M 2/11	Theory of Sales and Sales Force Management (cont.); "Keys to Sponsorship Sales" Lecture	Reader, Ch. 4 – Kotlar, Managing the Sales Force – "5 Points of Light" 1-pager due with question P 661, #1 Saab questions (A-L); #2 Anthro questions (M-Z) Finalize Sales Teams
W 2/13	Relationship Selling	Cathcart, <i>Relationship Selling</i> , pp. 1-40 Stephens, Ch. 9-13
F 2/15	TRIP TO BOSTON BRUINS	SALES TRAINING
M 2/18	No class – Presidents Day – Finish Cathcart (pp. 41-120)	
W 2/20	Prospecting/Qualifying Prospects Getting Past the Gatekeeper - Getting the Appointment	Stephens, Ch. 4-8 Reader, Ch. 5 – Call Reluctance, Getting Calls Returned, Getting a Foot in the Door – "5 Points of Light" 1-pager due with question (drawing from all articles)
F 2/22	Friday Sales Meeting	Experiential Learning Room (8:00-9:30) Review of Sales Operation
M 2/25	Overcoming Objections	Stephens, Ch. 14 Reader, Ch. 6 – Articles on Overcoming Objections – "5 Points of Light" 1-pagers due with question (drawing from all articles)
W 2/27	NO CLASS	Meet as sales teams to work on sales materials/presentations
M 3/3	In-Class sales meeting Review of sales presentations	Be prepared to make mock presentations! Hand out mock sales exercise for March 5
W 3/5	"Confirming" the Sale Mock sales exercise: "Get with the	Stephens, Chs. 15-16 Reader, Ch. 7 – Is it Time to Close? Closing Techniques

	Program”	– “5 Points of Light” 1-pager due with question (drawing on all articles)
M 3/10	In-Class Sales Meeting	Be prepared to make mock presentations!
W 3/12	Midterm Exam	
3/17-23	**** Spring Break ****	
M 3/24	Review of Mid-term Exam/sales project update	
W 3/26	Using Technology in the Selling Process	Reader, Ch. 8 Research and be prepared to discuss one sport organization’s innovative use of technology in the sales process. Hand out mock sales exercise for March 31
F 3/28	Friday- Sales Meeting	Experiential Learning Room (8:30-9:45)
M 3/31	Guest speaker: Colleen Duffy Brace VP, Sales, ANC Sports	Review ANC Sports website; come prepared for mock sales exercise!
W 4/2	Aftermarketing	Reader, Ch. 9 - Irwin et al., “Aftermarketing” Answer and be prepared to Discussion Items #2 and 3 (p. 403)
F 4/4	Friday Sales Meeting	Experiential Learning Room (8:30-9:45)
M 4/7	Go Sell!	
W 4/9	Guest Speaker: Sean Davey, General Manager, WRNX Tim Willis, Sales Manager, WRNX Tips for Selling Radio	In-class Sales Exercise (TBD)
M 4/14	In-Class Sales Projects Updates	
W 4/16	Guest Speaker: Paul Abramson Managing Partner, ION Marketing	In-Class Sales Exercise (TBD)
F 4/18		Sales Reports Due
M 4/21	NO CLASS – PATRIOTS DAY	
W 4/23	Go Sell!	
F 4/25		Sales Reports Due
M 4/28	Guest speaker: John Griffin, IEG Selling Consulting Services “Discovery v. Convincing”	In-class Sales Exercise (TBD)
W 4/30	Sales Project Presentation to UMass Athletics; review of season ticket sales renewal project	
F 5/5		Sales Reports Due
M 5/7	Guest Speaker: TBD UMass Season Ticket Sales project	
W 5/12	UMass Season Ticket Sales project	
F 5/13		Final Sales Reports Due

M 5/14	Course Wrapup Sales Assessment Survey	
--------	--	--