APPROVED

The University Of Toledo

Existing Graduate Course Modification Form

* denotes required fields

Contact Person*: Michael Mallin Phone: 530-4737 (xxx - xxxx) Email: Michael.Mallin@Utoledo.e

Present

Supply all information asked for in this column.(Supply core, research intensive and transfer module info if applicable)

College*: College Business and Innovation

Dept/Academic Unit*: Marketing

Course Alpha/Numeric*: MKTG - 6250

Course Title: Strategic Account Management

Credit hours: Fixed: 3 or Variable: to

CrossListings:

Insert

To add a course, type in course ID and click the Insert button.

To remove a course, select the course on left and click the Remove button.

Remove

Prerequisite(s)(if longer than 50 characters, please place it in Catalog Description):

Corequisite(s)(if longer than 50 characters, please place it in Catalog Description):

Catalog Description (*only if changed*) 75 words max:

Proposed

Fill in appropriate blanks only where entry differs from first column.

College: College Business and Innovation

Dept/Academic Unit: Marketing

Course Alpha/Numeric: MKTG - 6250

Course Title: Global Sales and Strategic Customer Management

Credit Hours: Fixed: 3 or Variable: to

CrossListings:

Insert

To add a course, type in course ID and click the Insert button.

To remove a course, select the course on left and click the Remove button.

Remove

Prerequisite(s)(if longer than 50 characters, please place it in Catalog Description):

Corequisite(s)(if longer than 50 characters, please place it in Catalog Description):

Catalog Description (*only if changed*) 75 words max:

The roles and functions of the business-to-business salesperson will be examined in managing accounts considered strategic
to meeting organizational goals. Students will partner with area businesses to play the role of the strategic account manager
by identifying, selecting, selling to and building relationships.

In today's global business environment, it has become a strategic necessity for salespeople to take an approach centered on developing customer relationships. This course examines the roles and functions of the business-to-business salesperson in managing customers in a global environment and considered strategic to meeting organizational goals. Students will participate in critical thinking exercises, case study, and role play to develop skills in relationship selling, and strategic customer management of global firms.

Has course content changed? ○ Yes ○ No

If course content is changed, give a brief topical outline of the revised course below(less than 200 words)

Course content has not changed. Additional applications and exercises have been added to emphasize selling in a global environment.

Proposed effective term*: 201610 (e.g. 201140 for 2011 Fall)

File Type	View File
Syllabus	View

List any course or courses to be deleted. Effective Date:

Effective Date:

Comments/Notes:

Proposal to change the course name for MKTG6250

FROM: Strategic Account Management
TO: Global Sales and Strategic Customer Management

NEW COURSE DESCRIPTION
As more firms are expanding their operations globally, the need for salespeople to take an approach centered on developing customer relationships around the world has become a strategic necessity. This course examines the roles and functions of the business-to-business salesperson in managing customers in a global environment and considered strategic to meeting organizational goals. Students will participate in critical thinking exercises, case study, and role play to develop skills in relationship selling, and strategic customer management of global firms.

Additional detail available in full course syllabus.

Rationale:

RATIONALE:
Given the emphasis on professional relationship selling in a global environment, there was a need to enrich this MBA course by increasing the focus on and adding topics relative to managing strategic customer relationships with firms that have operations worldwide. Students need to understand and be able to recognize different strategies and tactics when selling to customers cross culturally and managing customers with multinational locations.

Approval:

Department Curriculum Authority:	Michael Mallin	Date 2016/10/21
Department Chairperson:	Thomas W. Sharkey	Date 2016/10/24
College Curriculum Authority or Chair:	Michael Mallin	Date 2016/11/19
College Dean:	Anand S. Kunnathur	Date 2016/11/21
Graduate Council:	Constance Schall (GC 12.13.2016)	Date 2016/12/22
Dean of Graduate Studies:	Amanda Bryant-Friedrich	Date 2016/12/27
Office of the Provost :		Date

print

Administrative Use Only

Effective Date: (YYYY/MM/DD)
CIP Code:
Subsidy Taxonomy:
Program Code:
Instructional Level:

Registrar's Office Use Only

Processed in Banner on:
Processed in Banner by:
Banner Subject Code:
Banner Course Number:
Banner Term Code:

Banner Course Title:

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Global Sales & Strategic Customer Management

The University of Toledo
College of Business & Innovation
MKTG 6250:901

Instructor: Dr. Michael L. Mallin
Email: Michael.Mallin@Utoledo.edu
Office Hours: MW 2-5pm
Office Location: ST3049
Office Phone: 419-530-4737
Term: Spring 2017

Class Location: Online
Class Day/Time: Online
Credit Hours: 3.0
Cell Phone: 440-821-4526

COURSE DESCRIPTION

As more firms are expanding their operations globally, the need for salespeople to take an approach centered on developing customer relationships around the world has become a strategic necessity. This course examines the roles and functions of the business-to-business salesperson in managing customers in a global environment and considered strategic to meeting organizational goals. Students will participate in critical thinking exercises, case study, and role play to develop skills in relationship selling, and strategic customer management of global firms.

COURSE OVERVIEW & LEARNING OUTCOMES

The objective of this course is to understand and execute sales strategies for managing major, key, and strategic customers in the Global Environment. The process of sales planning and strategy development for these types of customers will be emphasized. Specifically, upon completion of this course, students will:

1. Understand and practice basic selling skills.
2. Compare and contrast multiple strategic selling models used to manage global customers
3. Complete cases studies and critical thinking exercises to apply and practice strategic selling concepts and theories from a Global perspective.
4. Develop and present a sales plan for a real or fictitious global strategic customer to accomplish a specific sales objective.

TEACHING STRATEGIES

This course may be offered in a blended format or entirely online. This means that all course materials and other communication tools necessary are available to you via the E-Learning Course Blackboard. In the blended format, one class session per week will be offered in a face-to-face (in-class) format while the remaining weekly session will be delivered using the online format. In the online format, all class sessions are delivered online. Students are expected to be familiar with accessing and navigating the e-Learning/Web Assisted course site. Lectures will be captured using Mediasite which will allow students to remotely view live (via web streaming) and/or on-demand (pre-recorded). This is available for both in-class and online sessions.

PREREQUISITES AND COREQUISITES

None required for MKTG6250.

REQUIRED TEXTS AND ANCILLARY MATERIALS

(CS) The New Conceptual Selling by Robert Miller and Stephen Heiman, ISBN: 978-0-446-69518-3

(SS) The New Strategic Selling, Robert B. Miller and Stephen E. Heiman, ISBN: 978-0-446-69519-0

(TCS) The Challenger Sale: Taking Control of the Customer Conversation, Matthew Dixon and Brent Adamson ISBN 978-1-59184-435-8

(SCZ) Selling Outside Your Culture Zone, Earl D. Honeycutt and Lew Kurtzman ISBN: 978-0935907117

TECHNOLOGY REQUIREMENTS

Students are required to have access to a computer with reliable internet access to be able to access Bb course material and to post required assignments, exercises, and discussion.

UNIVERSITY POLICIES

The University is an equal opportunity educational institution. Please read The University's Policy Statement on Nondiscrimination on the Basis of Disability Americans with Disability Act Compliance.)

Academic Accommodations

The University of Toledo is committed to providing equal access to education for all students. If you have a documented disability or you believe you have a disability and would like information regarding academic accommodations/adjustments in this course please contact the Student Disability Services Office.)

ACADEMIC POLICIES

Academic dishonesty in any form will not be tolerated. Please read and be familiar with the College of Business Code of Academic Honesty. This will be posted to Bb (course information folder).

COURSE EXPECTATIONS

For both of our understanding, the following are important class policies:

1. Late work is not accepted without a valid, documented excuse. In cases where instructor decides (due to valid circumstances) to accept late work, a 10% per day late penalty will be assessed.
2. You will be graded on the **quality** of work you do, not effort.
3. Respect the opinions of others even if you don't agree. Treat everyone with respect.
4. You are required to check your **University of Toledo email address**. I will use UT email to correspond with you regarding any changes, information, announcements. You are responsible for any information provided via email. Please check your UTAD profile to ensure your UT email account is correct. I cannot be responsible for sending email to a personal account.

GRADING CRITERIA & ASSIGNMENTS

Sales Exercises (12 @ 10 pts)	120
Case Studies and Position Paper (2 @ 50 pts)	100
Bb Discussion Posts (3 @ 10 pts)	30
TOTAL	250

Grade Scale

92% and higher = A	80-81.9% = B-	less than 60% = F
90-91.9% = A-	78-79.9% = C+	
88-89.9% = B+	70-77.9% = C	
82-87.9% = B	60-69.9% = D	

Case Study (C):
Case study will be assignment to give students the context and background material to apply their learning to real life scenarios. Case study guidelines will be provided and deliverables will be evaluated based on the completeness, depth and breadth of the analysis.

Sales Exercises and/or Role Play (E):
Exercises will be assigned and are due on a weekly basis. Exercises will allow you to apply the material you are learning to build toward either the midterm sales role play or the final strategic sales plan. Unless otherwise specified, all exercise material needs to be submitted to the Bb assignment folder (i.e., electronically).

Bb Discussion Posts (DP):
Discussion posts allow students to respond to online discussion (Bb Discussion board) that is led by the Discussion Topic Leader(s). A good quality post consists of insightful responses or further thought provoking content while relating the posting to course material.

Positioning Paper or Sales Plan (P)
Students will be required to write a positioning paper that serves to compare and contrast competing strategic selling models. The basis for the paper will be the trade books (see required material) assigned for reading. Alternatively, students may choose to develop and write a strategic sales plan for a global customer (work related project).

COMMUNICATION GUIDELINES

I will communicate with you primarily in-class and/or via Bb announcements which will also appear in your UT email. Checking email daily will ensure that you receive this time sensitive communication. I would also invite you to call or text me via my cell phone at **440-821-4526.**

COURSE SCHEDULE

This document is available on Bb as a separate attachment and is updated as necessary. Students are responsible for updates made to this schedule. Every reasonable attempt will be made to keep students informed of schedule changes.