

The University Of Toledo

New Graduate Course Proposal

* denotes required fields

1. College*:

Department*:

2. Contact Person*: Phone: (xxx - xxxx) Email:

3. Alpha/Numeric Code (Subject area - number)*: -

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

5. Is the course cross-listed with another academic unit? Yes No

Approval of other academic unit (signature and title)

Is the course offered at more than one level? Yes No

If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the [New Undergraduate Course Proposal](#); if the undergraduate course is existing, submit an [Undergraduate Course Modification Proposal](#).

6. Credit hours*: Fixed: or Variable:
 to

7. Delivery Mode:

	Primary*	Secondary	Tertiary
a. Activity Type *	<input type="text" value="Independent Study"/>	<input type="text" value="--SelectType--"/>	<input type="text" value="--SelectType--"/>
b. Minimum Credit Hours *	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>
Maximum Credit Hours *	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>
c. Weekly Contact Hours *	<input type="text" value="2"/>	<input type="text"/>	<input type="text"/>

8. Terms offered: Fall Spring Summer

Years offered: Every Alternate

Year Years

9. Are students permitted to register for more than one section during a term? No Yes

May the courses be repeated for credit? No Yes Maximum Hours

10. Grading System*:
- Normal Grading (A-F, S/U, WP/WF, PR, I)
 - Satisfactory/Unsatisfactory (A-C, less than C)
 - Grade Only (A-F, WP/WF, PR, I)
 - Audit Only
 - No Grade

11. Prerequisites (must be taken **before**): i.e. C or higher in (BIOE 4500 or BIOE 5500) and C or higher in MATH 4200

- PIN (Permission From Instructor) PDP (Permission From Department)

Co-requisites (must be taken **together**):

12. Catalog Description* (**75 words Maximum**)

Through industry research and personal interaction with contacts in their employers key accounts and major clients, students will learn keystone buyer and purchasing decision criteria as well as unique business issues, trends and competitive nuances confronting key accounts. Students will develop insights into customer business plans, priorities, and projects that represent the best opportunities for a key account sales force to deliver value.

13. Attach a syllabus - a syllabus template is available from the University Teaching Center. Click [here](#) for the Center's template.

File Type	View File
Syllabus	View

14. Comments/Notes:

See attached syllabus for detail

15. Rationale:

This course is part of a 9 course curriculum associated with the newly proposed Executive Master of Sales Leadership degree program.

Course Approval:

Department Curriculum Authority:	Michael Mallin	Date	2017/01/20
Department Chairperson:	Thomas W. Sharkey	Date	2017/01/20
College Curriculum Authority or Chair:	Michael Mallin	Date	2017/01/20
College Dean:	Anand S. Kunnathur	Date	2017/01/20
Graduate Council:	Constance Schall (GC 2.7.2017)	Date	2017/02/15
Dean of Graduate Studies:	Amanda Bryant-Friedrich	Date	2017/02/16
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:

Executive Masters in Sales Leadership (EMSL) Course Syllabus

1. Title of Course: **Leading Major, National and Key Account Sales Forces**
Course Number: **EMSL6703 (2 credits)**

Course Format: **Guided Independent Study**
2. Description of course:

In this integrated learning project, students will demonstrate mastery of both sales leadership and business acumen competencies required to effectively manage a sales force responsible for major / key accounts in critical vertical markets to which their employers' sell.
3. Course Prerequisites: None
4. Course Objectives:

Through industry research and personal interaction with contacts in their employer's key account / major clients, students will learn keystone buyer / purchasing decision criteria as well as unique business issues, trends and competitive nuances confronting key accounts. Students will develop insights into customer business plans, priorities, and projects that represent the best opportunities for a key account sales force to deliver value.
5. Student Learning Outcomes:

Upon completion of this course students will be able to:
 - Understand the mechanics of selling and requisite sales force skills and identify revenue opportunities.
 - Write effective sales performance reports.
 - Demonstrate interpersonal communication skills and effective sales performance skills in the context of selling,
 - Utilize communication skills to overcome sales situations related to conflict resolution.

 - Present an actionable key account expansion plan that extends relationship network within a major account.

 - Leverage existing contacts and network within major accounts to identify new opportunities.
 - Understand the personal and organizational benefits generated by using sales skills in customer dealings, describe the role of sales in the sales organization, and apply these concepts in group and individual customer settings.
6. Topical Outline of Course Content:

- The rationale for creating a specialized key / major account sales force.
- The organizational, strategic and human resources required to establish and manage a key account sales force.
- Risks and rewards of establishing and managing a key account sales force.
- Recruiting, selecting, training, organizing, rewarding and managing a specialized key account team.
- Key account analysis and planning
- Competitive analysis: opportunities, threats, risks and rewards.
- Building, networking and managing key account relationships.
- Partnering and strategic relationships within key accounts.
- International key account issues: roles and responsibilities.

7. Guidelines and Suggestions for Teaching Methods and Student Learning Activities:

- This research project will require extensive written reports on assigned sales management leadership and account management issues
- A live video recorded “board room” presentation to faculty, industry and employer selected assessors.
- The final project will be a comprehensive executive level presentation covering company, industry and major / key client sales issues, leadership best practices, sales trends and business opportunities.

8. Guidelines and Suggestions for Methods of Student Assessment:

- Intensive Research Project 100%

9. Suggested Readings, Texts & Objects of Study:

- *Handbook of Strategic Account Management: A Comprehensive Resource* by Diana Woodburn, Kevin Wilson (May 2014)
- *Mastering Major Account Selling* by Richard Ruff, Janet Spierer (June 19, 2014)
- *Key Account Management and Planning: The Comprehensive Handbook for Managing Your Company's Most Important Strategic Asset* by Noel Capon (October 15, 2010)
- *Selling to Major Accounts: Tools, Techniques, and Practical Solutions for the Sales Manager.* Terry R. Bacon. AMACOM/American Management Association; 1st edition (1999).
- *Key Account Management: The Definitive Guide.* Malcolm McDonald, Diana Woodburn. Butterworth-Heinemann. (2006).
- *Key Account Management and Planning: The Comprehensive Handbook for Managing Your Company's Most Important Strategic Asset.* Noel Capon. Free Press (2001).
- *Mastering Your Key Accounts: Maximize relationships: Create strategic partnerships: Increase sales.* Stephan Schiffman. Adams Media Corporation. (2006).

10. Bibliography:

- *Mastering Account Management: 102 Steps for Increasing Sales, Serving Your Customers Better, and Working Less* by Dan Englander (January 12, 2015)
- *Selling to the C-Suite: What Every Executive Wants You to Know About Successfully Selling to the Top* by Nicholas A.C. Read, Dr. Stephen J. Bistriz (September 8, 2009)
- *Account Planning in Salesforce by Donal Daly (March 13, 2013)*
- *The Seven Keys to Managing Strategic Accounts.* Sallie Sherman, Joseph Sperry, Samuel

Reese. McGraw-Hill; 1st edition (2003).

- *Key Account Management: A Complete Action Kit of Tools and Techniques for Achieving Profitable Key Supplier Status.* Peter Cheverton. Kogan Page; 3rd ed. (2004)
- *Managing Global Accounts.* Noel Capon, Dave Potter, Fred Schindler. South-Western Educational & Professional Publishing. (2005).
- *Successful Global Account Management.* Nick Speare, Kevin Wilson. Kogan Page, Limited. (2002).
- *Key Account Management in Financial Services.* Peter Cheverton, Bryan Foss, Tim Hughes, Merlin Stone. Kogan Page, Limited (2005).
- *Key Account Plans: The Practitioners Guide to Profitable Planning.* Lynette Ryals, Malcolm McDonald. Elsevier Science & Technology Books. (2007).
- *Key Customers: How to manage them profitably.* Malcolm H. McDonald, Beth Rogers, Diana Woodburn, Beth Rogers. Elsevier Science & Technology Books. (2000).