The University Of Toledo
New Graduate Course Proposal

*denotes required fields

1. College*: [College Business and Innovation ▼]

   Department*: [Marketing ▼]

2. Contact Person*: [Michael Mallin] Phone: [530-4737] (xxx - xxxx) Email:
   [Michael.Mallin@Utoledo.edu]

3. Alpha/Numeric Code (Subject area - number)*: [EMSL] - [6300]

4. Proposed title*: [Sales Force Automation and]

   Proposed effective term*: [201820] (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: [4]   or   Variable:
   [   ] to [   ]

7. Delivery Mode:

	Primary*	Secondary	Tertiary
a. Activity Type *	[Online ▼]	[Seminar ▼]	[--SelectType-- ▼]
b. Minimum Credit Hours *	[4]	[1]	[ ]
Maximum Credit Hours *	[4]	[1]	[ ]
c. Weekly Contact Hours *	[4]	[1]	[ ]

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 (Permisson From Instructor)   ● PDP (Permission From Department)

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

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

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This course focuses on the impact of the wide range of sales force automation
technology, the increasingly pervasive influence of the internet, social
media, and emerging information management technologies on sales management,
policies and procedures Participants will study sales technology
implementation and the management of prospects and clients throughout the
sales cycles utilizing key technology based analytical sales metrics and
report tools for sales management decision making case studies.
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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:

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See attached syllabus for detail.

7b. Minimum Credit Hours corrected from 3 to 4
    Maximum Credit Hours corrected from 3 to 4
    T.H. on behalf of Graduate Council Curriculum Committee and program. 2.15.2017
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15. Rationale:

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

		Date	
Department Curriculum Authority:	Michael Mallin	Date	2017/01/19
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: [   ]

1.   Title of Course: **Sales Force Automation and Technology**
        Course Number: **EMSL6300 (4.0 credits)**

        Contact Hours: 8 hours of face-to-face classroom meeting (intensive capstone
                              residencies); 12 hours of synchronous online instruction; 40 hours
                              of asynchronous online instruction (e.g., lecture capture, other video,
                              online study and exercises, etc.)

2.   Description of course:

        This course focuses on the impact of the wide range of sales force automation technology,
        the increasingly pervasive influence of the internet, social media, and emerging information
        management technologies on sales management, policies and procedures Participants will
        study sales technology implementation and the management of prospects and clients
        throughout the sales cycles utilizing key technology based analytical sales metrics and
        report tools for sales management decision making case studies.

        The course is delivered online for twelve weeks (using synchronous and asynchronous
        methods, group work and self-study), and culminates in an eight-hour, face-to-face class
        meeting. Cohort groups will prepare group work during the online portion, and present at
        the class meeting. Class meetings will utilize primarily a capstone format, providing
        experiential learning and application of online course content. Outside industry experts may
        be invited as guest speakers at times.

3.   Course Prerequisites: None

4.   Course Objectives:

        Specific areas of study will include issues, problems and opportunities involving customer
        relationship management (CRM) systems, sales force automation and social media on sales
        process, managing the salesforce including virtual office challenges, internet / web based
        applications for recruiting, training, reporting and sales support, managing multiple sales
        channels, and best practices for selecting and implementing technology based sales
        management initiatives.

5.   Student Learning Outcomes:

        Upon completion of this course students will be able to:

        ● Demonstrate proficiency in using sales force automation and customer relationship
          systems.
        ● Utilize new and developing technologies and sales channels (including social media) in
          selling and sales management.
        ● Propose relative benefits of various sales systems for given organizational parameters.

- Write effective sales tracking / performance reports.

6.   Topical Outline of Course Content:

- Overview of Sales Force Automation Technologies
- Sales Models, Functions, and Tool
- Planning for Sales Force Automation
- Selecting Sales Force Automation Tools
- Managing in a digital world
- Capitalizing on Social Media for the Sales Process
- Integrating Multiple Sales Channels
- Managing The Sales Cycle
- Managing and Tracking the Customer Account Relationship
- Transforming Sales Data into Knowledge
- Supporting Geographically Dispersed and Extended Sales Enterprises
- The Strategic Advantage of Speed in the Sales Process
- Reduce The Costs of Selling Through Sales Force Automation
- Achieving Superior Customer Service Through Sales Automation
- Improving Communications with Sales Force Automation

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

- Participants will study technology implementation and the management of prospects and clients throughout the sales cycles and sales channels by using key technology-based analytical sales metrics and report tools for sales management decision making case studies. Students will be able to manage various technologies and channels to improve financial benefits and value propositions.
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8.   Guidelines and Suggestions for Methods of Student Assessment:

- Class Participation   20%
- Technology exercises and cases   20%
- Exams   30%
- Project   30%

9.   Suggested Readings, Texts & Objects of Study:

- *Effective Sales Force Automation and Customer Relationship Management: A Focus on Selection and Implementation by Raj Agnihotri (July 26, 2010)*
- *Customer Relationship Management: Concepts and Technologies 3rd Edition by Francis Buttle, Stan Maklan (April 8, 2015)*
- *Sales technology: Making the most of your investment. Panagopoulos, Nikolaos, Business Expert Press, 2010.*
- *Sales force management: Leadership, innovation, technology by Johnston, Mark W., and Greg W. Marshall. Routledge, 2016.*
- *Principles of Customer Relationship Management.* Roger J. Baran, Robert Galka, and Daniel P. Strunk. South-Western College Pub; 1 edition (March 29, 2007).
- *Harvard Business Review on Customer Relationship Management.* C. K. Prahalad, Patrica B.

Ramaswamy, Jon R. Katzenbach, Chris Lederer, and Sam Hill. Harvard Business School Press; 1st edition (January 15, 2002).

10.   Bibliography:

● Rapp, Adam, Lauren Skinner Beitelspacher, Niels Schillewaert, and Thomas L. Baker. "The differing effects of technology on inside vs. outside sales forces to facilitate enhanced customer orientation and interfunctional coordination." Journal of Business Research 65, no. 7 (2012): 929-936.
● Weinstein, Luke, and Ryan Mullins. "Technology usage and sales teams: a multilevel analysis of the antecedents of usage." Journal of Personal Selling & Sales Management 32, no. 2 (2012): 245-259.
● Marshall, Greg W., William C. Moncrief, John M. Rudd, and Nick Lee. "Revolution in sales: the impact of social media and related technology on the selling environment." Journal of Personal Selling & Sales Management 32, no. 3 (2012): 349-363.
● Jridi, Kaouther, Dhouha Jaziri-Bouagina, and Abdelfattah Triki. "The SCM, CRM Information System, and KM–An Integrating Theoretical View: The Case of Sales Force Automation." Handbook of Research on Information Management for Effective Logistics and Supply Chains (2016): 239.
● Pentina, Iryna, Ellen Bolman Pullins, and John W. Wilkinson. "Comparing drivers of social media marketing adoption by salespeople in Australia and the USA: a pilot study." International Journal of Information Systems and Management 1, no. 1-2 (2014): 146-165.
● Donaldson, Bill, Jong-Ho Lee, and George Wright. "Strategic and organisational determinants of sophistication in deployed sales force automation systems within three industry sectors in the UK." Journal of Marketing Management 28, no. 11-12 (2012): 1305-1330.
● Todd McGovern, Joseph Panaro. "The Human Side of Customer Relationship Management. " *Benefits Quarterly* 20.3 (2004): 26-33.
● Gary K Hunter, William D Perreault Jr. "Making Sales Technology Effective. " *Journal of Marketing* 71.1 (2007): 16.
● Darrell K Rigby, Dianne Ledingham. "CRM Done Right. " *Harvard Business Review* 82.11 (2004): 118-129.
● Cheri Speier, Viswanath Venkatesh. "The hidden minefields in the adoption of sales force automation technologies. " *Journal of Marketing* 66.3 (2002): 98-111.