FLORIDA ATLANTIC UNIVERSITY

# COURSE CHANGE REQUEST
## Undergraduate Programs

**Dep: rtment** Marketing

**Colle e** Business

UUPC Approval 4-27-26
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

| ***Current* Course Prefix and Number** | MAR4403 | ***Current* Course Title** Sales and Sales Management |
|---|---|---|

*Syllabus must be attached for **ANY** changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

**Change title to:**

**Change prefix**

**From:** **To:**

**Change course number**

**From:** **To:**

**Change credits***

**From:** **To:**

**Change grading**

**From:** **To:**

**Change WAC/Gordon Rule status****

**Add** ☐ **Remove** ☐

**Change General Education Requirements*****

**Add** ☐ **Remove** ☐

*See Definition of a Credit Hour.

**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.

***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

**Change description to:**

This course focuses on strategies for managing a sales force. Students examine modern management principles for sales force staffing, organization, and administration. Topics include sales principles and processes, recruiting and selecting salespeople, training and development, compensation, performance evaluation, and sales territory design. The course emphasizes practical decision-making for managing sales teams, and is intended for students interested in a career in professional selling or sales leadership.

**Change prerequisites/minimum grades to:**

**Change corequisites to:**

**Change registration controls to:**

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

| **Effective Term/Year for Changes:** | Spring 2027 | **Terminate course? Effective Term/Year for Termination:** |
|---|---|---|

**Faculty Contact/Email/Phone** Gina Fleitman/gfleitman@fau.edu/954-236-1068

| ***Approved by*** | ***Date*** |
|---|---|
| Department Chair | 4/13/2026 |
| College Curriculum Chair | 4/13/2026 |
| College Dean Marc Rhorer (Apr 13, 2026 15:28:02 EDT) | 04/13/2026 |
| UUPC Chair Korey Sorge | 4-27-26 |
| Undergraduate Studies Dean Dan Mesoff | 4-27-26 |
| UFS President | |
| Provost | |

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

**FLORIDA ATLANTIC UNIVERSITY**

# MAR 4403-001 12527

## Sales and Sales Management

**Date: Wednesday, Friday 9:30 AM - 10:50 AM**
**Building: Phil Smith Hall Boca Room: 208**
**3 Credit(s)**
**Spring 2026 - 1 Full Term**

## Instructor Information

**Gina Fleitman**
**Email: gfleitman@fau.edu**
**Office: Boca Campus: FL 334**
**Office Hours: Wednesdays from 2:00 pm – 4:00 pm or by appointment via Zoom or the location of your choice. Note: if you plan to visit me during office hours, it's always a good idea to email or text me (cell phone 412-478-3285) to give me a heads' up.**
**Phone: cell 412-478-3285**

## Course Description

**This course focuses on strategies for managing a sales force. Students examine modern management principles for sales force staffing, organization, and administration. Topics include sales principles and processes, recruiting and selecting salespeople, training and development, compensation, performance evaluation, and sales territory design. The course emphasizes practical decision-making for managing sales teams, and is intended for students interested in a career in professional selling or sales leadership.**

## Prerequisites/Corequisites

**Prerequisite(s): One of the following:**

- **MAR 3023 Graduate / Undergraduate (Minimum Grade of C)**
- **TRNS (Minimum Grade of 0001)**

## Required Texts/Materials

**Sim-U-Sell Software platform**
**Your required web platform is Sim-U-Sell www.simusell.com The price is $23.99. Every student must purchase a "seat." We'll review how to do this the first week of class.**

**etext Sales Force Management - Fullglass Courseware**
**ISBN: 9781965549995**
**Authors: Johnston, Marshall, Ogilvie**
**Publisher: Fullglass AI**
**The price should be around $95. Here are instructions from the publisher Fullglass to purchase through the bookstore:**

**1. Purchase your Fullglass access code from the bookstore: bookstore.https://www.bkstr.com/faustore/home**

**2. You will receive a Fullglass Courseware activation code from the store. (This may be a physical card or a code sent digitally depending on the campus bookstore.)**

**3. This should be the course link provided to get to your Fullglass course landing page (preferred browser: Chrome. Please turn off any VPN before proceeding.): https://fullglass.ai/courseLaunch/RP33OGJMZT**

**5. Create your Fullglass Profile (follow the prompts to sign up and login), and use your FAU email address.**

**6. The "Purchase Courseware" window will pop up.**

**7. Select "ENTER ACCESS CODE" and follow prompts to finalize access.**

**8. Your materials should now be available.**

**These instructions are also in the "Textbook and Courseware" module on Canvas.**

## Course Objectives/Student Learning Outcomes

**Upon completion, the student should…**

- **Demonstrate knowledge and understanding of sales management vocabulary and concepts. Special attention is given to more complicated B2B buyers (e.g. customers with longer sales cycles) and less to B2C environments.**
- **Understand the functions that sales management performs within a firm, and what drives a sales manager's decisions and choices**
- **Understand the financial impact of sales management decisions on the firm's profit and loss statement**
- **Learn different approaches to performance evaluations for sales staff, including the ethical challenges that arise from both the firm/manager's and the salesperson's perspective**
- **Have an understanding of basic sales techniques**

## Faculty Rights and Responsibilities

**Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:**

**• Establish and implement academic standards.**

**• Establish and enforce reasonable behavior standards in each class.**

**• Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct University Regulation 4.007.**

## Disability Policy

**In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses.**

**If you encounter any barriers to learning or participation, please let me know. I welcome conversations at any time to ensure you have the appropriate access.**

**For more information, please visit the SAS website at www.fau.edu/sas/.**

## Course Evaluation Method

**Attendance. A major portion of your grade is class attendance, and I will take attendance each lecture. Your team will work on the Sim-U-Sell sales management simulation in class; the concepts illuminated in the Case Presentations are crucial to achieving the desired learning outcomes, etc. Of paramount importance is attending lecture on Friday, January 23, when the founder of Sim-U-Sell will provide the instructions you'll need to run the simulation we use this semester, and you must be present in class when your team presents its Case Study analysis. If you must miss a class, you must notify me prior. Missed in-class assignments and participation cannot be made up. Just as with a real sales situation, if the salesperson isn't there, someone else gets the deal.**

**Reading Comprehension Quizzes. Most lectures require reading an assigned chapter from the textbook, often two per week. The Fullglass courseware has 15 Reading Comprehension questions per chapter that must be completed by 9:00 am the day of class. Specific deadlines are in the Syllabus.**

**Mid-Term Exam. The midterm exam will cover material from Chapters 3 through 9. You cannot make up the midterm exam unless I hear from you ahead of time that you have an emergency conflict, or if you are in the hospital during the exam.**

**Sales Management Simulation. You will work on a team to take the roll of a sales manager in Sim-U-Sell, a sales management simulation platform (available through the web site www.simusell.com). Each week, each team will make sales management decisions, and a portion of your final simulation grade will be based on how your team ranked against the other class teams in the final standings.**

**Sim-U-Sell can be used on any device, but a laptop or desktop will give you the best overview of all the data in the simulation. Instructions will be provided closer to the first week of decision-making, but have a look at www.simusell.info (.info and not .com) to get access to the manual and other resources.**

**For 10 weeks of the semester, your team will be required to submit your decision choices by the specified deadline (see schedule in this syllabus) along with a brief report outlining why you made those choices. Note that running the simulation with your old/previous period input typically will hamper your performance by a lot, as there is a strong seasonality pattern in the simulation. In addition, you are required to submit a midterm report describing your strategy and any plans for improvements.**

**Case Presentation: Every team is required to present a case(s) according to the schedule in the Syllabus. Every team member must be present in the classroom, and you must present with no more than a single index card of notes in hand to use as a script. I reserve the right to issue individual grades based on the quality of each student's contribution, and up to a 10% point deduction will be assessed if a student is NOT in the room to present, or if more than the single index card referenced above is used. The specific instructions and requirements for each case will be provided with your team's Case Assignment, but all case presentation rubrics will require that your PowerPoints are without errors and that you present the information rather than reading from your slides verbatim.**

**Two Peer Reviews: At both the halfway point and end of the semester, you will turn in a review of your teammates' performance. It's your job to manage the expectations of your team and make sure you are following through in the eyes of your team members. Your grade on these assignments is entirely in the hands of how your teammates rank the quality of your contributions.**

**Final (Zoom Sales Call). In April, course lectures will cover basic sales techniques, and the final 'exam' will be each student running a short sales call, format TBD.**

**Grade Weighting**
*Individual Assignments*

- **Course Orientation (Introduce Yourself, Syllabus/Course Agreement, Sim-U-Sell signup): 1%**
- **Attendance (reading comprehension + in class): 25%**
- **Midterm Exam: 10%**
- **Final (sales call): 10%**

- **Two Peer Reviews: 9%**

*Team Assignments:*

- **Sim-U-Sell weekly actions, reports, midterm report, final standing: 30%**
- **Case presentation: 15%**

## Code of Academic Integrity

**Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.**

## Attendance Policy Statement

**Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.**

**NOTE RE ATTENDANCE: Role will be taken at each class, and a major portion of your grade is class attendance. Your team will work on the Sim-U-Sell sales management simulation in class and if you're not there, you're not helping your team; the concepts presented in each team's Case Presentation are crucial to achieving the desired learning outcomes, etc. Of paramount importance is attending lecture on Friday, January 23, when the founder of Sim-U-Sell will**

**provide the instructions you'll need to run the simulation we use this semester, and you must be present in class when your team presents its Case Study analysis. If you must miss a class due to illness, personal or family emergency, job interview, sports team commitment, etc. you must notify me prior. Missed in-class assignments and participation cannot be made up. Just as with a real sales situation, if the salesperson isn't there, someone else gets the deal.**

## Religious Accommodation Policy Statement

**In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.**

**Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.**

## Time Commitment Per Credit Hour

**For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.**

## Course Grading Scale

**Course Grading Scale**

| Letter Grade | Percentage |
|---|---|
| A | 100 - 94% |
| A- | < 94 - 90% |
| B+ | < 90 - 87% |
| B | < 87 - 83% |
| B- | < 83 - 80% |

| Letter Grade | Percentage |
|---|---|
| C+ | < 80 - 77% |
| C | < 77 - 73% |
| C- | < 73 - 70% |
| D+ | < 70 - 67% |
| D | < 67 - 63% |
| D- | < 63 - 60% |
| F | < 60 - 0% |

## Grade Appeal Process

**You may request a review of the final course grade when you believe that one of the following conditions apply:**

**• There was a computational or recording error in the grading.**

**• The grading process used non-academic criteria.**

**• There was a gross violation of the instructor's own grading system.**

**University Regulation 4.002 of the University Regulations contains information on the grade appeals process**

## Policy on Make-up Tests, Late work, and Incompletes

- **There are no make-ups on the required Reading Comprehension quizzes. The only exception is if you notify me of an emergency *before the due date;* in that case, I will try to work something out. No exceptions to this rule.**
- **There are no extensions on the required Sim-U-Sell actions due Sunday nights at 11:59 pm; however, the required one-page companion report may be submitted up to 48 hours late (typically Tuesdays at 11:59 pm) for a 10% point deduction**
- **You cannot make up the midterm exam unless I hear from you ahead of time that you have an emergency, or you are in the hospital during the exam**
- **Turning in the Peer Review late will very likely result in you getting a zero on the assignment, regardless of how your teammates scored you**
- **If you submit the Final sales call late, your grade may be reduced by one letter grade**

**per day late**

## Policy on the Recording of Lectures

**Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.**

## Artificial Intelligence Preamble

**FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.**

**FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [Policy 10.16 Artificial Intelligence]**

**Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content**

**as-is.**

**If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.**

**Failure to comply with the requirements related to the use of AI may constitute a violation of the Florida Atlantic Code of Academic Integrity, Regulation 4.001.**

**Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit https://fau.edu/ai/citation**

## Counseling and Psychological Services (CAPS) Center

**Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual therapy, group therapy, and crisis services, to name a few - offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/**

## Student Support Services and Online Resources

- **Center for Learning and Student Success (CLASS)**
- **Counseling and Psychological Services (CAPS)**
- **FAU Libraries**
- **Math Learning Center**
- **Office of Information Technology Helpdesk**
- **Center for Global Engagement**
- **Office of Undergraduate Research and Inquiry (OURI)**
- **Science Learning Center**
- **Speaking Center**
- **Student Accessibility Services**
- **Student Athlete Success Center (SASC)**
- **Testing and Certification**

- Test Preparation
- University Academic Advising Services
- University Center for Excellence in Writing (UCEW)
- Writing Across the Curriculum (WAC)

- **FREE speaking and presentation support is offered for this course through the Speaking Center. Visit fau.edu/speakingcenter to learn more.**
- **FREE tutoring is offered for select business, engineering, computer science, and language courses in the CTL. Visit fau.edu/class/tutoring to learn more.**

## Course Topical Outline

**This Syllabus is subject to change as needed**

| Date | Topic | Required Readings/ Assignments | Sim-U-Sell | Team Case Study Presentations |
|---|---|---|---|---|
| Wed Jan 14 | Chapter 1: Introduction to Sales Management | Introduce Yourself, Syllabus and Course Agreement due 11:59 pm on Sunday, Jan 18 | | |
| Fri Jan 16 | Chapter 3: Linking Strategies and the Sales Role | Chapter 3 Reading Comprehension due 1/16 at 9 am | | |
| Wed Jan 21 | Chapter 4: Organizing the Sales Effort | Chapter 4 Reading Comprehension due 1/21 at 9 am | | |
| Fri Jan 23 | Intro to Sim-U-Sell, Chapter 4 (cont) | | | |
| Wed Jan 28 | Site visit to A&D Mortgage. Class will be held at 899 W Cypress Creek Rd, Fort | | | |

| This Syllabus is subject to change as needed | | | | |
|---|---|---|---|---|
| | Lauderdale, FL 33309 | | | |
| Fri Jan 30 | Chapter 5: The Strategic Role of Information in Sales Management | Chapter 5 Reading Comprehension due 1/30 at 9 am | Sim-U-Sell weekly action/report 1 due 11:59 pm Sunday Feb 1 | Team 1 presents "Lakshmi Projects: Sales Structure Dilemma" |
| Wed Feb 4 | Chapter 5 (cont) | | | |
| Fri Feb 6 | Chapter 5 (cont); teaching demo from Dr. Olivia Bullock | | Sim-U-Sell weekly action/report 2 due 11:59 pm Sunday Feb 8 | Team 2 presents: "Your Star Salesperson…" and "Was That Harassment…" |
| Wed Feb 11 | Chapter 5 (cont) | | | Team 3 presents "Maha Research Labs: Sales Force Expansion" |
| Fri Feb 13 | Chapter 6: Salesperson Performance: Behavior, Role Perceptions and Satisfactions. | Chapter 6 Reading Comprehension due 2/13 at 9 am | Sim-U-Sell weekly action/report 3 due 11:59 pm Sunday Feb 15 | |
| Wed Feb 18 | Chapter 7: Salesperson Performance: Motivating the Sales Force | Chapter 7 Reading Comprehension due 2/18 at 9 am | | Team 4 presents ""Challenge the Boss or Stand Down?" + "Stick to the strategy or make the sale?" |
| Fri Feb 20 | NO CLASS! (wish us well at USF's annual Sales Competition) | | Sim-U-Sell weekly action/report 4 due 11:59 pm Sunday Feb 22 | |
| Wed Feb 25 | Chapter 8: Personal | Chapter 8 Reading Comprehension due | | |

| | | | | |
|---|---|---|---|---|
| | Characteristics and Sales Aptitude | 2/25 at 9 am | | |
| Fri Feb 27 | Chapter 9 Sales Force Recruitment and Selection | Chapter 9 Reading Comprehension due 2/27 at 9 am. | Sim-U-Sell weekly action/report 5 due 11:59 pm Sunday March 1 | Team 5 presents "When a New Manager Stumbles, Who's at Fault?" |
| Wed March 4 | Chapter 10 Sales Training and Evaluation | Chapter 10 Reading Comprehension due 3/4 at 9 am. Peer Review 1 due Thursday, March 5 at 11:59 pm | | |
| Fri March 6 | Midterm Exam on Chapters 3, 4, 5, 6, 7, 8, 9; Chapter 11 Salesperson Compensation and Incentives | | Sim-U-Sell Midterm/ Improvement Plan due Tuesday March 17 | |
| March 9-13 | NO CLASS | SPRING BREAK | | |
| Wed March 18 | Chapter 11 on Compensation (cont) | Chapter 11 Reading Comprehension due 3/18 at 9 am | | Team 7 presents "Smarter Segmentation for your Sales Force" and Team 6 presents "When to Drop an Unprofitable Customer" |
| Fri March 20 | Chapter 12: Cost Analysis | Chapter 12 Reading Comprehension due 3/20 at 9 am | Sim-U-sell weekly action/report 6 due 11:59 pm Sunday March 22 | |
| | | | | |
| Wed March 25 | Chapter 13: Evaluating Salesperson Performance | Chapter 13 Reading Comprehension due 3/25 at 9 am | | |

| | | | | |
|---|---|---|---|---|
| Fri March 27 | Chapter 2: The Process of Buying and Selling | Chapter 2 Reading Comprehension due 3/27 at 9 am | Sim-U-Sell weekly action/report 7 due 11:59 pm Sunday March 29 | Team 8 presents "Target the Right Market"" |
| Wed April 1 | Tech for Selling | | | |
| Fri April 3 (Good Friday) | NO CLASS | | Sim-U-Sell weekly action/report 8 due 11:59 pm Tuesday April 7 | |
| Wed April 8 | Selling at Trade Shows and Conferences | | | |
| Fri April 10 | Selling: Prospecting | | Sim-U-Sell weekly action/report 9 due 11:59 pm Sunday April 12 | |
| Wed April l5 | Selling: Elevator Pitch | | | |
| Fri April 17 | Selling: Discovery 1 | | Sim-U-Sell weekly action/report 10 due 11:59 pm Sunday April 19 | |
| Wed April 22 | Selling: Discovery 2 | Peer Review 2 due Sunday, April 26 | | |
| April April 24 | Selling: The Presentation | | | |
| Wednesday May 6 | 7:45 am - 10:15 am Fina 'exam' 10-minute sales roleplay. | | | |

## Title IX Statement

**In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive**

**measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at https://www.fau.edu/ocr9/title-ix/. You may also contact Victim Services at victimservices@fau.edu or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.**