MKT 490 “Sales Class on Wheels”  
Classes in BH 140: Nov. 12, 19; Dec 3, 10. Trip: Dec 14-18, 2015

Objective: Provide students with a unique classroom experience that includes a 5-day trip traveling the Midwest (e.g., St Louis, Indianapolis, Merrillville). In this format, students would have accelerated learning by combining live visits to at least three NIU Sales Program partners where instructor will partner with Sales and Human Resources departments to teach sales concepts as well as review career transition strategy for new employees with corporate partner and that city’s visitor’s bureau.

- Access to laptop (sales department computers if needed) with wireless connection on bus
- Travel approximately 1000 miles
- 5 days and 4 nights (double occupancy)
- Most meal are provided on trip but students are expected to cover all other food

Estimated student costs (must be paid prior to departure from NIU):
- Hotel (4 nights, double), bus $600 hotel, bus cost

STUDENT TOTAL $600 plus incidentals

PLEASE NOTE: PRIOR to the trip, four classes will be held in Barsema Hall. In these mandatory sessions, I will review travel logistics and syllabus, assign student teams, clarify expectations and conduct classroom discussion around professional etiquette and personal finance.

The MKT 490 modules include:
- Professional dress, dining and meeting etiquette
- Strengths Based Leadership for both individual and team strengths
- Understanding the “company offer” relating to salary, insurance, and benefits
- Personal finance in the first six months on the job
  - Credit scores and personal budget
- Impact of social media on new employee recruitment and retention
- Impact of relocation to career success (St. Louis and Indianapolis)

Books and Required Resources

Companies Planned
Guests: Lilly USA, NwML, and Berkshire Hathaway
Presidential sponsors and corporate visits: White Lodging, McKesson, and Enterprise

Key Words
Individual strengths, relocation, personal finance, professional etiquette, social media

Bus schedule
- Dec 14 Dekalb, IL to Merrillville, IN overnight in Indianapolis, IN
- Dec 15 local travel around Indianapolis; overnight in Indianapolis, IN
- Dec 16 Indianapolis, IN to St. Louis, MO; overnight in St. Louis, MO
- Dec 17 local travel around St. Louis, MO
- Dec 18 St. Louis, MO to DeKalb, IL
Individual Evaluation Criteria and Assignments:

**INDUSTRY SPEAKERS:** 150 points. Sales Executives from six (6) industries will be in the classroom throughout the week to provide their insights and perspectives. You are expected to complete a precall plan for each speaker that includes:

1. An overview of what industry they compete and the value they provide customers.
2. A brief company background that highlights their major products in the marketplace along with financial snapshot of annual sales/profit/growth from previous year.
3. Who are their competitors and how does this company stack up?
4. Summary paragraph of the LinkedIn profile for speaker.
5. At least two questions that you are prepared to ask during class directly to the company representative.

*Each* precall paper is limited to ONE PAGE, typed, 12 pt. font and is worth 15 points. Six (6) speakers at 15 points each, represents 90 total points. ALL precall plans should be uploaded on Blackboard by 5PM, December 11. See Blackboard for example template. Additionally, **please bring printed copies with you for use in the question/answer session.**

6. Following each guest’s presentation, please write a recap of your key take-aways from the discussion. This should be added to your precall plan and resubmitted via blackboard by 11:59PM the day of the guest presentation. The recap is worth an additional 10 points each or 60 total points.

**REFLECTION SHORT PAPER:** 75 points.
Collection of your key learnings from MKT 490 that has made you more prepared for your sales career. This paper is due **December 19, 2014**, and your reflections should consider the entire class experience.
PROFESSIONALISM/CONTRIBUTION: 100 points. Equally important to showing up on time is the contribution you make to your team and the behavior you exhibit toward your supervisor and teammates.

- Each student will be provided a nametag for use during the trip and has the responsibility to bring to all classes. Mandatory for EVERY guest speaker and for corporate visits.
- Levels of your professionalism and contributions will be assessed as follows:
  - 100 pts. Individual consistently comes to class prepared and is dressed professionally for each venue or event. This preparation includes assignments as well as the ability to proactively share life experiences, current events and thoughtful offerings that advance class discussion. These students show interest in and respect other’s views and participate activity in small groups.
  - 90 pts. Individuals come to class prepared and makes insightful comments when called upon, contribute occasionally without prompting, show interest in and respect for other’s views, and participates actively in small groups. These students contributions are less developed or cogent than those of a “100”.
  - 80 pts. Student comes to class generally prepared, but does not voluntarily contribute and gives minimal answers when called upon. Nevertheless, these individuals show interest in class discussion, listen attentively, and take notes. Students in this category may be, or claim to be, shy or introverted, but have the ability to make larger contributions.
  - 70 pts. This individual participates in discussion, but in a less than perfect manner. Such individuals may make rambling or tangential contributions and/or attempt to bluff their way when unprepared. Group interactions are limited and peers look past their inputs to the process.
  - 60 pts. Students in this range hover on the periphery of the class; if they show at all. They may actually have a negative effect on the participation of others. Individuals often do not participate because they haven’t read material or done homework and/or may have negative energy via hostile or bored body language. This behavior will significantly impact performance in this course just as it will in your sales career and life!

FINAL INDIVIDUAL PAPER: (300 points). This paper should be 12-15 pages in length, typed, double-spaced and in 12-point font. I expect your individual career plan to include the following:

- General pros/cons of relocation as observed in MKT 490
- Research and select an industry/company you are targeting for employment after graduation and discuss your impressions of both the industry and company
- Research and select a city of possible relocation for this company (preferably not St. Louis or Indianapolis) and discuss positives and negatives of this city from your perspective
- Review the importance of a personal budget and, by uncovering the actual entry-level salary of this company, develop your personal monthly budget (including payroll deductions, student loans, rent, car payments, and utilities.)
- Create an individual plan for your implementation “after the bus” that will differentiate your skills and experiences during the interview process at NIU.
- Specific company and city must be submitted via Blackboard by December 19, 2015 5:00PM to receive full credit on paper.

Team Evaluation Criteria and Assignments:

TEAM STRENGTHS ANALYSIS AND PRESENTATION OUTLINE: 50 points. Your team will review each teammate’s individual strengths from the online assessment and cross-reference with the required book, Strengths Based Leadership, to uncover your team’s unique talents. Each team will submit one worksheet outlining major sections for the assigned presentation (25 points) and identify your team’s top strengths and how your individual strengths will strengthen the outcome of your team’s presentation on December 18, 2015. (25 points)
**TEAMS PROJECT/PRESENTATION**: 100 points. 5 teams of 4 students. Each team will be responsible to present. The first presentation should be informal and last up to 8 minutes; the second presentation will be more formal (i.e., power point) and will occur on day 5 at Enterprise headquarters.

**Late Assignments**: Each assignment is structured to build on the previous throughout the semester and consequently has a time deadline listed on the weekly syllabus. For assignments turned in past stated deadline, I will deduct 10 percent of potential score for every 24 hours past due. For example, if a 30-point assignment is due January 16 end of the class and you turn in January 17 at 8:00AM, the maximum points given will be 27 points. If you choose to turn work in on Saturday morning, January 18, a 20-percent reduction allows only 24 points maximum. Bottom line, turn in work on time!

**Academic Integrity Statement**: Any student involved in cheating on an exam, quiz, paper or assignment, including assisting another student in cheating, will receive a minimum penalty of a score of zero for the assignment. Furthermore, cheating on any exam, quiz, or case may be grounds for an “F” in class and possibly dismissal from the University. Please refer to the NIU Student Code of Conduct and the College Code in the BELIEF handbook for further information.

**General Information**: I will treat you like new sales managers that are eager to learn a skill. I expect preparation and participation for each class just like your supervisor will on your first job out of college. As the senior manager, your performance is a reflection of my efforts. My metrics include each of you learning the course objectives, engaging teammates on practical application in our discussions and creating a healthy environment for career networking. Let’s have some fun!

### 2015 ITINERARY AND CLASS SCHEDULE

**Nov. 12**
- Syllabus review, expectations of class, introductions, class mixer
- Collect personal information needed:
  - Cell phone number, emergency contacts, allergies
  - Select hotel roommates (2 students/room)
- Hand out and assign class resources:
  - **Linked In Article** (Peterson)
  - **Strengths Based Leadership** book, complete survey in sales lab
  - **First Job First Paycheck** book, chapters 1-17 (debrief Dec. 3, 2015)

**Nov. 19**
- Lecture: Professional Dress In Various Situations
- Guest Facilitator: Kari Churchill, Men’s Warehouse; Laura Glassman--CABI

**Dec. 3**
- Suit Up!! Class photograph
- Debrief **Strengths Based Leadership** with team assessment exercise
- Announce student teams (4 students/team, 5 teams) and assign teams
  - (Corporate gifts, written thank you card, social media)
- Break (15 minutes)
- Debrief **First Job First Paycheck** (Ch. 9-17), Review NwML team homework
- Select topics for teams with presentations Friday, Dec. 18, Enterprise boardroom
  - **TEAM 1**: Monday After the Bus: What Needs To Happen?
  - **TEAM 2**: Tuesday Beyond Salary: Benefits, 401K, and Total Compensation
  - **TEAM 3**: Wednesday FICO and Credit Scores; Developing a Personal Budget
  - **TEAM 4**: Thursday Post Grad 30/60/90 Career Plan including Social Media
  - **TEAM 5**: Friday Relocation Pros/Cons and Financial Consideration
 Assignments due at 11:59PM December 4, 2015
BB: Strengths analysis paper
BB: TEAM submission draft outline of Dec 18 presentation with “Strengths” insight
BB: MODULE Sales Process
BB: MODULE Precall Planning

Dec. 10
Lecture: Professional Dining Etiquette
Location: Fanatigo—Ann Marie Edwards, NIU

Assignments due at 11:59PM December 11, 2015
BB: Precall plans for White Lodging, NwML, Lilly USA, McKesson, Enterprise
BB: TEAM submission updated draft outline of Dec. 18 presentation
HW: Indianapolis Chamber of Commerce, St. Louis Chamber of Commerce

Dec 14
8:30AM Meet at Barsema Hall
College of Business: Geoff Gordon, Denise Schoenbachler
9:00AM Depart Barsema Hall @ NIU Dekalb, IL
Bus Room: Debrief precall for White Lodging
11:00PM Team 1 Day (Corporate gifts, written thank you, social media)
Arrive @ White Lodging, Merrillville, IN
Tour WL tasting facility, corporate headquarters, and lunch
GUEST TOPIC: CUSTOMER EXPERIENCE
2:30PM Depart for Indianapolis
Bus Room: Debrief White Lodging and Day 1 Indianapolis (videos and stats)
Team homework for workshop (NwML)
- First Job First Paycheck (Ch. 18-25)
- First Job First Paycheck (Ch. 26-34)
5:30PM EST Arrive @ JW Marriott, Indianapolis, IN
6:30PM EST Reception hosted by Indianapolis Chamber at Sun King Brewery

Assignments due at 11:59PM (midnight)
BB: Post call White Lodging

Dec 15
8:00AM EST Team 2 Day (Corporate gifts, written thank you, social media)
Breakfast sponsored by White Lodging
9:00AM EST Class@ JW Marriott: Lecture/class discussion
GUEST: Financial Planner- NwML, Matt Carothers
HW: Team homework review throughout workshop
12:00PM EST Lunch on own
1:00PM EST Team activity ?Indy Motor Speedway
5:00PM EST Reception hosted by Chamber @ Brew Pub?
(include NIU Alumni, Lilly?)

Assignments due at 11:59PM (midnight)
BB: Post call NwML

Dec 16
8:00AM EST Team 3 Day (Corporate gifts, written thank you, social media)
Breakfast on your own
9:30AM EST Depart for Lilly USA, Angie’s List, Salesforce.com TBD
10:00AM EST Lilly Center Tour and Sales Representatives Panel
11:30PM EST Lunch at Lilly USA sponsored by Marketing Department
12:30PM EST Depart for St. Louis, MO
   Bus Room:  Debrief Day 2 and Day 3
               St. Louis (videos and stats)
               Team prep time for Friday presentations
3:00PM CST  Tour of the Budweiser Brewery hosted by Berkshire or Standard
6:00PM CST  Reception/tour at Ball Park Village hosted by McKesson

**Assignments due at 11:59PM (midnight)**
BB: Post call NwML, Lilly USA

Dec 17
8:00AM  **Team 4 Day (Corporate gifts, written thank you, social media)**
   Breakfast meeting sponsored by Berkshire Hathaway
   GUEST:  St. Louis Executive: Why St Louis?
10:00AM  Depart for McKesson
   Bus Room:  McKesson Q&A
11:30PM  Arrive @ McKesson, O’Fallon, MO tour and lunch
3:00PM  Depart for Renaissance, St. Louis, MO
   Bus Room:  Prep time at hotel for team presentation
6:00PM  Dinner/entertainment hosted by Enterprise @ St. Louis Blues

**Assignments due at 11:59PM (midnight)**
BB: Post call for McKesson

Dec 18
7:30AM  Depart for Enterprise
8:00AM  **Team 5 Day (Corporate gifts, written thank you, social media)**
   Breakfast meeting with Enterprise, tour of facilities
   TOPICS: INTERVIEWING / SOCIAL MEDIA RECRUITING
9:00AM  **LinkedIn** with class time to update individual profile
10:00AM  Team Presentations Judged by Enterprise Executives
   ✓ TEAM 1: After the Bus: What Needs To Happen?
   ✓ TEAM 2: Beyond Salary: Benefits, 401K, and Total Comp
   ✓ TEAM 3: FICO/Credit Scores; Developing a Personal Budget
   ✓ TEAM 4: Post Grad 30/60/90 Career Plan incl. Social Media
   ✓ TEAM 5: Relocation Pros/Cons and Financial Considerations
   Debrief Day 4 and Day 5
12:00PM  Sack lunches sponsored by Enterprise.  Depart for DeKalb, IL
5:00PM  Arrive at Barsema Hall on NIU campus

**Assignments due at 11:59PM (midnight)**
BB: Post call for Enterprise
BB: TEAM presentations (all teams)
BB: Reflection of key learnings from trip

Jan 15, 2016  5:00PM  BB:  INDIVIDUAL CAREER PLAN PAPER
**Educational Assistance:** Northern Illinois University is committed to providing an accessible educational environment in collaboration with the Disability Resource Center (DRC). Any student requiring an academic accommodation due to a disability should let his or her faculty member know as soon as possible. Students who need academic accommodations based on the impact of a disability will be encouraged to contact the DRC if they have not done so already. The DRC is located on the 4th floor of the Health Services Building, and can be reached at 815-753-1303 (V) or drc@niu.edu.

**Meal Accommodations:**

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<tr>
<th>Date</th>
<th>Breakfast</th>
<th>Lunch</th>
<th>Dinner</th>
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<tbody>
<tr>
<td>Dec 15</td>
<td>Breakfast on own</td>
<td>Lunch sponsored by White Lodging</td>
<td>Dinner on own or hosted by Indy Chamber of Commerce</td>
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<tr>
<td>Dec 16</td>
<td>Breakfast meeting at JW Marriott sponsored by White Lodging</td>
<td>Lunch on own</td>
<td>Dinner hosted by Brew Pub</td>
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<td>Dinner hosted by Berkshire Hathaway, St. Louis Chamber</td>
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<tr>
<td>Dec 18</td>
<td>Breakfast at hotel sponsored by McKesson</td>
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<td>Dinner hosted by Enterprise</td>
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<tr>
<td>Dec 19</td>
<td>Breakfast hosted by Enterprise</td>
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