

MKTG 3745 - Sales and Account Management

Fall 2026 Syllabus, Section 01, CRN 41337,

Credit hours: 3

Instructor

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Public Instructor Information

Mr. John Rossi, Sr. Lecturer

Professional Qualifications:

BSBA, The Ohio State University

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Course Description

3745. Sales and Account Management. The course provides an overview of sales and account management. Concepts covered include strategic planning, sales leadership, analyzing customer-client-buyer markets, and designing and developing a sales force. Prereq.: 2.5 GPA. Prereq. or Coreq.: MKTG 3740. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Sales Force Management	Mark W. Johnston, Greg W. Marshall,	9781032692722
	Leadership, Innovation, Technology	Jessica L. Ogilvie	

Sales Force Management Leadership, Innovation, Technology, 14th Edition, Copyright 2025.

By Mark W. Johnston, Greg W. Marshall, Jessica L. Ogilvie

ISBN 9781032692722

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12th Edition (PDF):

ISBN: 978-1-138-95171-6 (hbk)

ISBN: 978-1-138-95172-3 (pbk)

ISBN: 978-1-315-66806-2 (ebk)

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.



Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Syllabus Introduction Walk-through Case Analysis Sim-U-Sell Introduction Walk-through Role-Play Cases Chapter 01 - Introduction to Sales Management in the 21st Century iTEAM, Inc. (p. 25-26) [Chapter 1]	Syllabus Introduction Walk-through Case Analysis Sim-U-Sell Introduction Walk-through Role-Play Cases Chapter 01 - Introduction to Sales Management in the 21st Century Inventron Pharmaceuticals (p. 24-25) [Chapter 1]	
8/31	Chapter 02 - The Process of Selling and Buying (p. 29) Rising Action Bakery and Power Flour, LLC (p. 66-67) [Chapter 2]	Chapter 02 - The Process of Selling and Buying (p. 29) Rising Action Bakery and Power Flour, LLC (p. 66-67) [Chapter 2]	
9/7	Chapter 03 - Linking Strategies and Sales Role: CRM and Data Analytics (p. 65) Transsprech, A.G. (103-104) [Chapter 3] Serendipity Wireless (p. 102-103) [Chapter 3]	Chapter 03 - Linking Strategies and Sales Role: CRM and Data Analytics (p. 65) Transsprech, A.G. (103-104) [Chapter 3] Serendipity Wireless (p. 102-103) [Chapter 3]	
9/14	Chapter 04 - Organizing the Sales Effort (p. 105) Fondren Publishing, Inc. (p. 137-138) [Chapter 4] Blue Tern Mills - A (p. 135) [Chapter 4]	Chapter 04 - Organizing the Sales Effort (p. 105) Fondren Publishing, Inc. (p. 137-138) [Chapter 4] Blue Tern Mills - A (p. 135) [Chapter 4]	
9/21	Chapter 05 - The Strategic Role of Information in Sales Management (p. 137) Lasting Impressions (p. 191-192) [Chapter 5] Blue Tern Mills - B (p. 190) [Chapter 5]	Chapter 05 - The Strategic Role of Information in Sales Management (p. 137) Lasting Impressions (p. 191-192) [Chapter 5] Blue Tern Mills - B (p. 190) [Chapter 5]	
9/28	Comprehensive Cases A - Presentations	Comprehensive Cases A - Presentations	
10/5	Chapter 06 - Salesperson Performance: Behavior, Role Perceptions, and Satisfaction (p. 193) Vaughn Manufacturing Co. (p. 236-237) [Chapter 6] Queens Park Soldiers (p. 235) [Chapter 6]	Chapter 06 - Salesperson Performance: Behavior, Role Perceptions, and Satisfaction (p. 193) Vaughn Manufacturing Co. (p. 236-237) [Chapter 6] Queens Park Soldiers (p. 235) [Chapter 6]	Exam 01 - Complete by Sunday, October 11, 2026
10/12	Chapter 07 - Salesperson Performance: Motivating the Sales Force (p. 223) Escape Vacation Club (p. 267-268) [Chapter 7] Maven Software (p. 266-267) [Chapter 7]	Chapter 07 - Salesperson Performance: Motivating the Sales Force (p. 223) Escape Vacation Club (p. 267-268) [Chapter 7] Maven Software (p. 266-267) [Chapter 7]	
10/19	Chapter 08 - Personal Characteristics and Sales Aptitude: Criteria for Selecting Salespeople (p. 254) J.P. Reynolds Investments (p. 293-294) [Chapter 8] Bass Brokers, Inc. (A) (p. 292-293) [Chapter 8]	Chapter 08 - Personal Characteristics and Sales Aptitude: Criteria for Selecting Salespeople (p. 254) J.P. Reynolds Investments (p. 293-294) [Chapter 8] Bass Brokers, Inc. (A) (p. 292-293) [Chapter 8]	
10/26	Chapter 09 - Sales Force Recruitment and Selection (p. 278) Digital Age Games (p. 328-329) [Chapter 9] Bass Brokers, Inc. (B) (p. 327-328) [Chapter 9]	Chapter 09 - Sales Force Recruitment and Selection (p. 278) Digital Age Games (p. 328-329) [Chapter 9] Bass Brokers, Inc. (B) (p. 327-328) [Chapter 9]	



11/2	Chapter 10 - Sales Training: Objectives, Techniques, and Evaluation (p. 312) Fletcher Ball Bearings (p. 357-358) [Chapter 10] Bass Brokers, Inc. (C) (p. 356-357) [Chapter 10]	Chapter 10 - Sales Training: Objectives, Techniques, and Evaluation (p. 312) Fletcher Ball Bearings (p. 357-358) [Chapter 10] Bass Brokers, Inc. (C) (p. 356-357) [Chapter 10]	
11/9	Chapter 11 - Salesperson Compensation and Incentives (p. 339) Francesco's Bike World (p. 390-391) [Chapter 11] Cannonball Express (p. 388-389) [Chapter 11]	Chapter 11 - Salesperson Compensation and Incentives (p. 339) Francesco's Bike World (p. 390-391) [Chapter 11] Cannonball Express (p. 388-389) [Chapter 11]	Exam 02 - Complete by Sunday, November 15, 2026 - Chapters 6 thru 11
11/16	Comprehensive Cases B - Presentations	Comprehensive Cases B - Presentations	
11/23	Chapter 12 - Evaluation and Control of the Sales Program (p. 371) Takamatsu Sports (p. 444-446) [Chapter 12]	Chapter 12 - Evaluation and Control of the Sales Program (p. 371) Takamatsu Sports (p. 444-446) [Chapter 12]	
	Chapter 13 - Evaluating Salesperson Performance (p. 406) Harvey Insurance Agency (p. 473-474) [Chapter 13]	Chapter 13 - Evaluating Salesperson Performance (p. 406) Harvey Insurance Agency (p. 473-474) [Chapter 13]	
11/30	SIM-U-SELL Team Presentations	SIM-U-SELL Team Presentations	Exam 03 - Complete by Sunday, December 6, 2026 - Chapters 12 and 13
12/7	Upload SIM-U-SELL Team Presentations		

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.