

# **SIE 415/515 -Technical Sales and Marketing**

**Spring 2025 Schedule: Mon, Wed & Fri, 0800-0850**  
**Classroom: S212, Aero and Mechanical Engineering Bldg**

## **Instructor**

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Office Location: Engineering 153  
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## **Teaching Assistant**

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## **Course Description:**

Principles of the engineering sales process in technology-oriented enterprises; selling strategy, needs analysis, proposals, technical communications, electronic media, time management and ethics; practical application of concepts through study of real-world examples.

## **Learning Outcomes:**

- Develop a fundamental understanding of the technical sales and marketing professions.
- Understand the critical role of technical sales in revenue generation.
- Understand the importance of integrating with other business functions for success.
- Understand the different phases of the technical sales process, including requests for proposals and responses to requests for proposals.
- Improve technical communication skills, in general, and technical marketing and sales communication skills, in particular.
- Understand the importance of planning and strategy for success in technical sales.
- Understand the importance of relationship selling to success in technical sales.
- Prepare for a career as a technical sales or marketing professional or for a career working with technical sales or marketing professionals.
- Graduate students will develop an understanding of what appeals (and does not appeal) to individuals who chose technical sales as a career, how those individuals prepared for a career in technical sales and how they got started in their career.

## **Learning Objectives**

- The purpose of this course is to provide students with an understanding of the technical marketing and sales processes through a variety of experiences.
- Students will gain knowledge by attending/viewing lectures, participating in activities, discussions, and projects, viewing videos, and reading course content material.
- Homework and classroom activities will broaden the students' understanding of the material.
- A major two-phase team project, as well as smaller activities and projects, will provide students with opportunities to simulate real-world technical sales situations.

## Homework, Projects, and Papers

During the class students will be expected to participate in team projects which comprise a major part of the class grade. The teams will consist of 5-6 students and will be required to complete several assignments supporting the development of a Request for Proposal and the development of a Proposal. Both assignments will be presented orally and submitted in writing. Each student in a team will receive the same grade and each student will be provided with an opportunity to comment on their team members' performance. This feedback will be held in strict confidence.

There are six homework assignments which are individual assignments – which ask the students to address problems related to the class material.

Throughout the class students are requested to address various discussion topics targeted at gauging each student's level of on-going participation and are graded on a pass (100%)/ fail basis.

SIE 515 graduate students will be required to turn in a paper at the end of the semester. This paper will outline the research the student conducted via interviews with various individuals currently in the sales and marketing field. It will conclude with a summary of the students' findings.

### Grading Breakdown:

SIE 415		SIE 515	
Team Projects	35%	Team Projects	35%
Homework (individual)	30%	Homework (individual)	25%
		Term Project	5%
Mid-Term Exam	15%	Mid-Term Exam	15%
Final Exam	15%	Final Exam	15%
In-Class Activities & Team Feedback	5%	In-Class Activities & Team Feedback	5%

Grading scale: 90% or more of possible points = A, 80% = B, 70% = C, 60% = D, <60% = E. Team Feedback will be combined with an in-class activity score to account for 5% of your grade. Note: Graduate students will have extra components for the term project.

**\*For team projects you will receive a team grade. However, if you choose not to participate with your team, you will receive no credit for the project.**

### Scheduled Topics/Activities: See Schedule in D2L

The class will nominally follow the Class Schedule as promulgated in D2L (Course Business). This schedule will be updated in D2L, and class, as required.

## General Class Guidelines for ALL students

- This class will use web-based D2L (Desire to Learn) as the primary means for distributing class materials, including assignments. Unless otherwise indicated, all assignments and homework must be uploaded into the D2L Dropbox by the beginning of class on the due date. “I uploaded the file to D2L, but now it is not there” is **NOT** an acceptable excuse for late homework. Please double check to ensure that your documents are submitted into the D2L Dropbox successfully. Feel free to use the Practice Dropbox to experiment with this process. No late homework or assignments will be accepted except in extreme situations as determined by your instructor. For team assignments, one submission per team is adequate.
- Exams will cover information contained in course reading material, lectures, and topics discussed by guest speakers, as well as concepts learned through homework and projects. Study guides for exams will be posted on D2L prior to exam days.
- Ethical and professional behavior is an expectation in this course. Please treat your fellow classmates, instructors and guest speakers with courtesy and respect. This includes not employing electronic devices during the lectures.

## General Class Guidelines for on-campus students

- Please arrive at class **on time** and **turn off all cell phones, social networks**, and other distractions. If you are continually late, this can negatively impact your course grade.
- Regular course attendance is required. Frequently throughout the semester, you will be required to submit work completed during class. Although classroom work cannot be made up, you may miss one in-class activity and still receive full credit for this grade category.
- Although the official rules for most classrooms do not permit food or drink, we are fine with it if you want to bring food, or drink provided it is quiet and does not have a distracting smell.
- All holidays or special events observed by organized religions will be honored for those students who show affiliation with that particular religion. Additionally, absences pre-approved by the UA Dean of Students (or Dean's designee) will be honored. Please check with your instructor at least **two weeks prior** to an anticipated absence.
- Attendance on exam days is required. In case of an emergency or serious illness on an exam day, notify your instructor prior to the exam.

## Academic Dishonesty

We expect you to conduct yourself in this class with integrity and honesty in all matters of homework, assignments, and exams. If any form of academic dishonesty occurs, procedures as outlined by the Dean of Students will be followed. Please review the UA Code of Academic Integrity at <http://deanofstudents.arizona.edu/codeofacademicintegrity>. A reduction in credit is the minimum action that

will be taken, and other actions (e.g., notes on transcript, reduction in final course grade) may be taken as deemed appropriate. This Code of Academic Integrity demands that **all** material submitted by a student is the student's **own original work**. This also pertains to a student doing his/her own work on all exams.

### **Special Needs**

Accessibility and Accommodations: At the University of Arizona, we strive to make learning experiences as accessible as possible. If you anticipate or experience barriers based on disability or pregnancy, please contact the Disability Resource Center (520-621-3268, <https://drc.arizona.edu>) to establish reasonable accommodations.

### **Professional Conduct**

Students attending The University of Arizona must observe the Student Code of Conduct. The Code assumes that "behavioral expectations support each student's freedom to learn and participate as responsible members of the University of Arizona community."

Please review the UA Student Code of Conduct at <http://deanofstudents.arizona.edu/student-code-conduct-student-faqs>.