

Group Selling Project

General Description

Students will be assigned to groups of 4-5 for a group selling activity on campus. The activity will require students to apply the sales techniques learned in class to sell cookies on campus. The students will need to organize: a date for the events (and submit it to the student life office), flyers for ahead of time (approved by student life office) and material for the table the day of the sale, and execute the sales event using the strategies learned in class. Then, individually each participant will complete an analysis of the group project: how they used the techniques/tools from class in their bake sale, how well it did/places where execution went smoothly, where they could have improved, and suggestions for if they were to have another sale in the future. The paper should focus on applying the terminology and tools from the course to: the execution of the sale itself, the analysis of the sale, and suggestions for improvement for future sales. All profits will be donated back to the marketing fund for future student projects.

Grades will be assessed for both the group (15%) and the individual part (15%) of the project. Group grades will be assess based on meeting the deadlines outlined here and the effectiveness/revenue of their sale event, relative to their peers. I reserve the right to take off from individual grades on the group assessment, if the group member fails to participate with their team in the planning or execution of the sales event on campus.

What to sell? The class will sell cookies. I will order 8 dozen chocolate chip cookies and 6 dozen sugar cookies. **You will need to coordinate with me to let me know when your event is (when you submit it) and who will pick up the order before the event.**

Submit Event Request for Date/Location to:

<https://txwes.edu/student-life/clubs-and-organizations/room-reservation-form/>

The request will ask for the following:

1. Contact info: put yours
2. Organization: just put our class info "Sales Management course: MKT / MGT 3331"
3. Sponsor: Dr. Roche
4. The sale can only be a single day for a maximum of 2 hours (you can choose the location to set up at)

For questions regarding the request form that I may not be able to answer (please email me first with questions):

Office of Student Life Location—Brown-Lupton Campus Center, Phone: 817-531-4872

Due: **September 3rd**

Quick Checklist

- Submit Event Request & Let Me Know Who Will Pick Up Order: Sept 3rd
- Submit Flyers for Event: 2 weeks before
- Hold Event: between October 3rd & Nov 21st
- ASAP After Event: Turn in Money & Expense Summary (summary of revenue - expenses)
- Assessment of Group Members: Due 1 week after event
- Individual Analysis Paper: December 2nd

Flyers:

Please send me an email version of your flyers for your sale AND include it in your analysis paper (see below). For those flyers, you **MUST** bring them to the student Project Center in the SUB—**at least 2 weeks before the event**. They only post flyers on Tuesdays and Thursdays, though you can also post the approved flyers yourself.

Event:

Please arrange with me to have the items ordered and picked up for the event. Don't forget to pick up the card reader from me. In addition, I will need for you to return a short summary of total costs/expenses (e.g. if you give out free sodas or buy packaging items), revenues, and profits. You will also need to turn in the profits to me—the profits will be returned to the marketing fund for use in future student projects.

- **MUST HOLD EVENT BETWEEN: October 3rd & Nov 21st**
- **Please turn in a report of your revenue, expenses, and profit (revenue – expenses = profit) within 1 week of the event.** I also need you to turn in the money you earned ASAP after the event.
- *Where does the money go?* Some of it will go back in the marketing fund that pays for the cookies—to re-fill that account and allow us to continue having this project in the future. The remaining funds will go to Beta Gamma Sigma so that they can host Business School or campus-wide events in the future (e.g. the Food Truck event, professional workshops, etc.).

Assessment of Group Members:

Fill out and turn in review of team members on Blackboard **within a week of your event (available on BB for download; fill in, save, and attach it in BB)**. I reserve the right to take off from individual grades based on the group assessment, if the group member fails to participate with their team in the planning or execution of the sales event on campus.

Individual Analysis paper:

Each group member will write an analysis of the group project (so individually write the paper): how your group used the techniques/tools from class in the bake sale, how well it went, places where execution went smoothly, where it could have been improved, impression of group selling techniques, and suggestions for if you were to have another sale in the future. **Don't forget to include your flyer in the document (feel free to critique it as well). The paper should focus on applying the terminology and tools from the course** to: the execution of the sale itself, the analysis of the sale, and suggestions for improvement for future sales. The paper should be at least 5 pages double-spaced (1 page will be your flyer), 1" margins, & 12-point Calibri, Arial or Times New Roman font.

Due: **December 2nd at beginning of final period**