

SIE 415/515 -Technical Sales and Marketing

Fall 2026 Schedule: Tue & Thu – 0930-1045

Classroom: M Pacheco ILC, Rm 150

Instructor Mr. Mark R Nicol – mnicol@arizona.edu – Cell - 520 965 5181

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Office Hours 1100-1130 Tue & Thu– Location - Rm 153 Old Engineering Bldg & By Request

Course Description:

Principles of the engineering sales process in technology-oriented enterprises; selling strategy, needs analysis, proposals, technical communications, electronic media, 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 distinct 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 commenced in their career.
- **Bottom Line – Walk away with an understanding of how to generate business in a technical environment and be an effective communicator.**

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 lectures, discussions, and projects, viewing videos, and reading course content material.
- Projects and discussions/feedback will broaden the students' understanding of the material.
- A major two-phase team project will provide students with opportunities to simulate real-world technical sales situations.

Homework and Projects

There is one Homework non graded assignment – HW 0. This will not count for a grade but is for my information only. It just gives me an idea of the breakdown of the class in terms of background and aspirations.

Mandatory completion please.

There are 2 Graded Assignments for all Students. These are **individual** assignments. One will be submitted at midterm and the other at the end of term.

Students will complete team projects that make up a major portion of the course grade. Teams of 5–6 students will complete 8 projects that support the development of a Request for Proposal (RFP) and an RFP response. Both assignments must be presented orally in 30-minute presentations and submitted in writing. Each team member will receive **the same grade**. Students will also have an opportunity to provide confidential feedback on their teammates' performance.

Throughout the Semester students will address various discussion topics. These are targeted at gauging each student's level of on-going participation and are graded on a pass (100%)/ fail basis. There are 16 discussion topics – you may choose which of those you intend to respond to, but you must complete 12 out of the 16 to receive maximum marks. Please note discussion topic no 8 is a mandatory completion by team. Will find time during the lectures to discuss these topics in more detail.

For students in class, I will gauge your in-class participation - this could mean pop quizzes/immediate presentations/discussions. Please see paragraph on in class attendance requirements.

SIE 515 graduate students will be required to submit 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. Note this is an **entire semester** project, and your submission should reflect that.

Grading Breakdown:

SIE 415 In Class & Yuma	
Team Projects	30%
HW (individual)	
HW One 15%	
HW Two 15%	
Total	30%
In-Class Activities	5%
Discussion Topics	5%
Mid-Term Exam	10%
Final Exam	20%
	100%

SIE 515 In Class	
Team Projects	30%
HW (individual)	
HW One 12.5%	
HW Two 12.5%	
Term Project 5%	
Total	30%
In-Class Activities	5%
Discussion Topics	5%
Mid-Term Exam	10%
Final Exam	20%
	100%

SIE 515 Distance	
Team Projects	30%
HW (individual)	
HW One 12.5%	
HW Two 12.5%	
Term Project 5%	
Total	30%
Discussion Topics	10%
Mid-Term Exam	10%
Final Exam	20%
	100%

Grading scale: 90% or more of points = A, 80% = B, 70% = C, 60% = D, <60% = E. Team Feedback will be combined with an in-class activity/discussion 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 BRIGHTSPACE

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

General Class Guidelines for ALL students

- This class will use web-based BRIGHTSPACE as the primary means for distributing class materials, including assignments. Unless otherwise indicated, all project/assignments/discussions must be uploaded into the BRIGHTSPACE Dropbox on the due date. “I uploaded the file to BRIGHTSPACE, but now it is not there” is **NOT** an acceptable excuse for late work. Please double check to ensure that your documents are submitted into the BRIGHTSPACE Dropbox successfully. Noting this is a course for Seniors and Graduates – use of Brightspace should not be an issue. No late homework or assignments will be accepted except in extreme situations as determined by your instructor. Communication is the key here – if there is an issue – **let me know ASAP**. For team assignments, one submission per team is adequate.
- Exams will cover information contained in course reading material, lectures, as well as concepts learned through homework and projects. Study guides for exams will be posted on BRIGHTSPACE prior to exam days. The Midterm exam will cover the first 8 topics with the final exam covering topics 9 to 18.
- Ethical and professional behavior is an expectation in this course. Please treat your fellow classmates and instructors with courtesy and respect. This includes not employing electronic devices during the lectures.

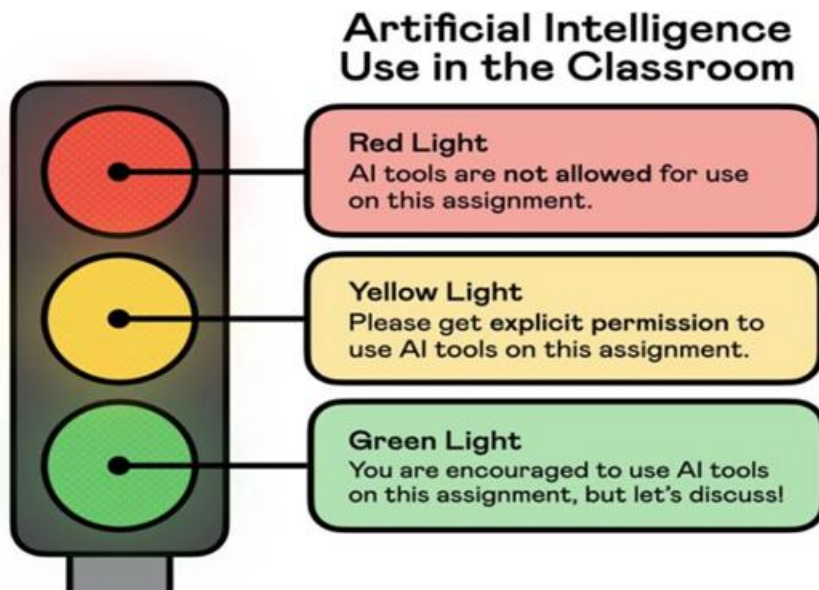
General Class Guidelines

- **For on-campus students**
 - **My Expectation is that all In Class Students will attend lectures in the classroom** – an acceptable alternative is to log onto zoom – note I do speak to those online during the lecture - but preference is still physical attendance. I view Zoom as a fallback when, for some reason you are unable to attend in person – it is not to be utilized for convenience’s sake. I appreciate Yuma students will be zooming during scheduled lectures, and I will publish a zoom schedule. Find under UA Tools – Zoom in Brightspace
 - One of the major aims of this class is to share experiences, thoughts, comments, opinions from all students – not just from the instructor.
 - 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.

- Although the official rules for most classrooms do not permit food or drink, I am fine with it if you want to bring a drink provided it is quiet and does not have a distracting smell.
- All holidays or dedicated events observed by organized religions will be honored for those students who show affiliation with that 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. This includes sports or planned absences. 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. Accommodation will be made for Midterm and Final exam days/times for Online Distance students noting working/travel commitments.
- **Online/Distance Students**
 - Yima online Students are expected to Zoom into the lecture during normal class time. Zoom meetings are scheduled in Brightspace.
 - Panopto recordings are available for Distance Students noting their work schedules. Recordings are available approx. 30 minutes after lecture completion – Find under UA Tools – Panopto Video in Brightspace

Use of AI in SIE 415/515 Homework and Projects.



Please note all Homework, Discussions, Exams, and team projects are RED LIGHTS.

The University's Syllabus Policies can be found at the following URL - <https://catalog.arizona.edu/syllabus-policies>.

Additional Statements

Class Recording

Students should be mindful that instructor course content is subject to intellectual property protections, and that fellow students have privacy rights and expectations as part of class activities. Some students may have an approved accommodation from the Disability Resource Center, which automatically notifies instructors through the DRC Instructor portal. Students who do not have DRC accommodation must notify the instructor if they wish to record (audio and/or video) or photograph any class activity. When course activities are recorded, they should be used for a student's own personal educational use only.

Campus Pantry

Any student who has difficulty affording groceries or accessing sufficient food to eat every day, or who lacks a safe and stable place to live and believes this may affect their performance on the course, is urged to contact the Dean of Students for support. In addition, the University of Arizona Campus Pantry is open for students to receive supplemental groceries at no cost. Please see their website at: campuspantry.arizona.edu for open times.

Additional Resources for Students

UA Academic policies and procedures are available at <https://catalog.arizona.edu/policy/all>.

Campus Health

<http://www.health.arizona.edu/>

Campus Health provides quality medical and mental health care services through virtual and in-person care.

Phone: 520-621-9202

Counseling and Psych Services (CAPS)

<https://health.arizona.edu/counseling-psych-services>

CAPS provides mental health care, including short-term counseling services.

Phone: 520-621-3334

The Dean of Students Office's Student Assistance Program

<https://deanofstudents.arizona.edu/support/student-assistance>

Student Assistance helps students manage crises, life traumas, and other barriers that impede success. The staff addresses the needs of students who experience issues related to social adjustment, academic

challenges, psychological health, physical health, victimization, and relationship issues, through a variety of interventions, referrals, and follow up services.

Email: DOS-deanofstudents@arizona.edu

Phone: 520-621-7057

Survivor Advocacy Program

<https://survivoradvocacy.arizona.edu/>

The Survivor Advocacy Program provides confidential support and advocacy services to student survivors of sexual and gender-based violence. The Program can also advise students about relevant non-UA resources available within the local community for support.

Email: survivoradvocacy@arizona.edu

Phone: 520-621-5767