COURSE SYLLABUS

DEPARTMENT OF
MANAGEMENT AND MARKETING,

MKT 353.001 - PERSONAL SELLING
FALL 2017

Professor: Lone Wittliff
Office Location: 403N McGee Business Building
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Office Hours: MW 10:00-11:00; 12:15-2:30; 3:15-3:30
TR 10:00-11:00; 12:15-1:15

Class Hours: MKT 353.001 TR 11:00-12:15 BU 343

Prerequisites: Junior standing.

Course Description: To study the basic essentials of personal selling including sales theory, techniques, presentations, and strategy, as well as maintaining client's goodwill, and the characteristics of a good salesperson.

Current Textbook: Futrell, C. Fundamentals of Selling, 13th edition (Burr Ridge, IL; Richard D. Irwin, Inc.)

Program Learning Outcomes:
Selling as a Profession
Customer Orientation
Marketing's Importance
Essentials of a Firm's Marketing Effort
Social Ethical, and Legal Issues in Selling
Psychology of Selling
Communication and Nonverbal Communication
Sources of Sales Knowledge
Sales Process
Sales Presentation Strategy
Objections and Closing Techniques
Service and Follow-up
Retail, Organizing, and Staffing
events may elect to take the exam early with my approval. I must be notified as early as possible so that arrangements can be made for the early exam. Otherwise, if you miss an exam you will be required to take the comprehensive final exam during finals exams as scheduled.

**Final Grade:**

<table>
<thead>
<tr>
<th>Grade Composition:</th>
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<tbody>
<tr>
<td>Three (3) tests</td>
<td>300 points</td>
</tr>
<tr>
<td>Group Participation</td>
<td>100 points</td>
</tr>
<tr>
<td>Individual presentation</td>
<td>100 points</td>
</tr>
<tr>
<td>Class performance--</td>
<td>100 points</td>
</tr>
<tr>
<td>may be slightly less or</td>
<td>600 points total</td>
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<tr>
<td>more than</td>
<td></td>
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**Attendance:**

Attendance is EXPECTED and REQUIRED. Partial attendance (LATE ARRIVALS, EARLY DEPARTURES) is not acceptable, and will be treated as absences. At the end of the semester each student will be given points depending on his/her attendance record. Merit points for attendance/absences will affect the student’s final average.

**Points:**

Points will be added or subtracted from your final average in accordance with the following:

- 0 absences = +3 points
- 1 absences = 0 points
- 2 absences = -1 points
- 3 absences = -3 points
- 4 absences = -5 points
- 5 absences = -6 points
- 6 or more = F in the course

**Each tardiness or early departure will be counted as a half absence**

**Miscellaneous:**

If you need course adaptations or accommodations, please make an appointment with me as soon as possible.
Rusche College of Business

Syllabus Addendum

Program Learning Outcomes:

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (4.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Witheld Grades Semester Grades Policy (5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.