COURSE SYLLABUS

DEPARTMENT OF
MANAGEMENT AND MARKETING,

MKT 353.001 - PERSONAL SELLING
FALL 2018

Professor: Lone Wittliff
Office Location: 403N McGee Business Building
Phone: 936-468-4103
Fax: 936-468-1600
e-mail: lwittliff@sfasu.edu

Office Hours: MW 10:00 -11:00; 12:15-2:30; 3:45-4:00
TR 9:00 – 9:30; 10:45-11:15

Class Hours: MKT 353.001 TR 9:30-10:45 BU 167

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
Instruction Techniques:

You will be expected to read and study thoroughly each assigned chapter in the textbook and any outside reading assignments before the material is covered in class lecture. Lectures and class discussions will be devoted to application and amplification of textbook material, not complete reiteration of that same material. You will, however, be tested thoroughly over the information in the textbook as well as the information discussed in class lecture.

Course Evaluation:

1. Students are expected to participate actively in class. Class participation (individual contribution, ATTITUDE, interest, knowledge of the assigned subject matter, etc.) will be graded.

2. All reading and written assignments must be completed on time. Written assignments must be typed. Late work will not be accepted. Without exceptions!

3. CELL PHONES MUST BE TURNED OFF!!!

   NO HATS!

Exams:

1. Three major exams will be given. Each exam will be worth 100 points and will cover the assigned chapters in the textbook, class lectures, and any other assignments made during the specified time period.

2. Exams will primarily consist of multiple choice questions. Essay and short answer questions may be used at the discretion of the instructor.

3. You will need to purchase 882 scantron forms for the exams.

4. There will be no make-up exams given after the scheduled exam date. Students who will be attending university sponsored 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:**

**Grade Composition:**

- Three (3) tests: 300 points
- Group Participation: 100 points
- Individual presentation: 100 points
- Class performance—may be slightly less or more than: 100 points

**600 points total**

**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.

**MKT 353.001**

Tentative Outline
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<th>Topic</th>
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<td>Aug 28</td>
<td>Introduction</td>
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<td>30</td>
<td>Practice Presentations</td>
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<td>Sept 4</td>
<td>History of Marketing – Marketing Overview</td>
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<td>Project Plans – Presentation Techniques</td>
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<td>Four Step Model/Features &amp; Benefits</td>
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<td>Understanding the Customer</td>
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<td>Prospecting</td>
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<td>Dress, Image and Branding</td>
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<td>27</td>
<td>Test #1 – Ch 1 - 6</td>
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<td>Oct 2</td>
<td>Group Presentations</td>
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<td>Group Presentations</td>
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<td>Communication</td>
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<td>Dinner Etiquette</td>
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<td>Service</td>
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<td>Test #2 - Ch 7 – 12</td>
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<td>Career – Etiquette Dinner, 4:00-6:00, President’s Suite</td>
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<td>Staffing, Hiring and Pay</td>
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<td>Nov 1</td>
<td>Resumes, Letters and Interviews</td>
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<td>Ethics</td>
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<td>8</td>
<td>Current Issues in Sales</td>
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<td>Individual Presentations</td>
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<td>Dec 4</td>
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<td>6</td>
<td>Individual Presentation</td>
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<td>10 – 14</td>
<td>Finals (Tuesday 11; 8:00 – 10:00)</td>
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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.

**Withheld 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.

**Students with Disabilities**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building,
and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Acceptable Student Behavior (University Policy 10.4)**

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.