Nelson Rusche College of Business
MKTG 3353
Personal Selling
Fall 2020

COURSE:  Personal Selling MKTG 3353.001 (formerly MKT353)
TTh 9:30am -10:45am (BUSI 458)
Zoom:  Weekly Zoom meetings are pre-scheduled for the semester.
https://sfasu.zoom.us/meeting/register/tJUlcOCtqjMuGtNvbcYgd8hbd87Zyv_MRDeV

Available online and in the university bookstore.

ADDITIONAL:  Additional materials may be required including videos, articles, etc. and 1-thumb drive.

INSTRUCTOR:  Doug Milbauer
Bldg: McGee Business Building
Office: Suite 403R
Email: doug.milbauer@sfasu.edu      Phone: 936-468-1474

WEBSITE:  https://d2l.sfasu.edu/

Please check this website regularly for all things course-related – announcements, materials presented, assignments, etc. Your course grades will be posted here as well. If you do not have access to our class D2L page, please contact me ASAP.

Office Hours: In-Person or Zoom:
Monday and Wednesday, 9am-11am, 1pm– 2pm; and
Tuesday 1:00 – 5:00pm.
When possible, please email the instructor with the date/time that you are requesting a meeting and the topic of the meeting.

In-Person or Zoom: Outside of these times, by Appointment Only.
If you are requesting an appointment to meet either in person or by Zoom, please email the instructor with a meeting request, including the mode of the meeting (in-person or Zoom) and the topic for the meeting. I will either accept or propose a different date/time.

Communication:
Email is the best way to initiate any conversation with me outside of class. It is my goal to respond to your emails within 24 hours, and typically, I will respond much quicker.
ALWAYS email me directly from your SFASU email account.
ALWAYS include your course number in the subject line (MKTG3351.004). This will allow me to more quickly access the appropriate information regarding your question. DO NOT respond to email from within Brightspace. Those emails have a tendency to be undelivered or delayed. DO NOT email me from a non-SFA email account. For your protection, I cannot respond to these emails.

CATALOG DESCRIPTION
Sales theory, techniques, strategy and salesperson characteristics.

COURSE DESCRIPTION

To study the essentials of personal selling including sales theory, techniques, presentations, strategy, ethical practices, maintaining client’s goodwill, and the characteristics of a good salesperson. The format of class will include lecture, discussion, projects, and “in-class” activities, as permitted. Class requirements include reading assigned chapters before coming to class and participation in both lecture and in-class activities to facilitate an engaging and learning environment. NOTE: Due to COVID19 restrictions, the content of and participation in the class will rely heavily on online and “out-of-classroom” activities. These will include but not be limited to discussion boards, Zoom or Webex lectures, PowerPoints, online quizzes and tests and various projects to be determined by the professor. Everything is subject to change; however, every consideration will be given to the material to be covered, the learning objectives, the progress of the class through the semester, and the health and well-being of students and faculty.

COURSE OBJECTIVES

1. Define and explain the term selling.
2. Describe the evolution of customer orientation in the United States.
3. Define and discuss ethical responsibilities.
4. Examine why and how individuals buy.
5. Understand verbal and nonverbal communication effect on sales.
6. Understand the role of knowledge in sales.
7. Examine sales process and sales presentation strategy.
8. Understand objections, closing techniques, and service follow-up.
9. Define retail, examine planning, organizing, and staffing.
10. Understand the importance of time, territory, and self-management.
11. Examine the importance of motivation, compensation, leadership, and evaluation of salespeople.
12. Demonstrate emerging to intermediate level sales skills including: Approach, Needs Assessment, Product Presentation, Handling Objection, and Earning Commitment.

COURSE DELIVERY

Due to safety protocols instituted by Stephen F. Austin State University, as well as recommendations issued by the Centers for Disease Control (CDC), all course content is scheduled...
to be delivered in a **hybrid format** utilizing both online and in-class formats in both synchronous and asynchronous manners. At the professor’s sole discretion course lectures, presentations, and assignments may be submitted through D2L. Until further notice, this course will continue to meet at its regularly scheduled day and time. For a complete description of **hybrid format** and a short video, please go here - [https://www.sfactl.com/hybrid-id?rq=hybrid](https://www.sfactl.com/hybrid-id?rq=hybrid)

**COVID-19 MASK POLICY**

Masks (cloth face coverings) must always be worn over the nose and mouth in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.

**OPEN DOOR POLICY AND FEEDBACK**

If you encounter any academic challenges or challenges that may impact your academics, please let me know. I am here to help you along your academic journey to the extent that I am able. As we move through the semester, I welcome constructive feedback from students on any aspect of the course: curriculum, content, teaching methodology, etc., so do not hesitate to contact me with your thoughts and ideas.

**CLOTHING AND ATTIRE**

Any presentation, either by video or in person, will require appropriate clothing, i.e.: For men, collared shirt, dress pants, and depending on the weather, preferably a sport coat. For women, a dress or blouse and skirt or dress slacks. This attire will also be required for any in-class sessions where a guest speaker is present. In other words, dress as if you were applying for a job or a promotion. Your appearance will impact the receipt of your message. When in doubt, always dress UP.

**STUDENTS’ RESPONSIBILITY AND TIME REQUIREMENTS**

Students are expected to be professionally and academically engaged by attending class, arriving on time, being prepared, and actively participating in class discussion. This course will require you to put in time outside of class to get a good grade. How much time is up to you, but a good rule of thumb is about 2-3 hours per each hour of class time. This class meets for about 2.5 hours per week, so assume about 6-9 hours of outside time for preparation, assignments, etc. though some assignments may take more time.

Life and emergencies happen. In the event you will need to miss class, please notify me before class or within 24 hours after, if possible. You cannot make-up any in-class activities, including exams, quizzes, or projects, unless your absence is excused as per university policy. The following are acceptable reasons for excused absences: serious illness, illness or death of a
family member, University-related trips, and major religious holidays. Poor planning and vacations do not constitute excused absences. If the University is closed for any reason on a scheduled class day, you should be prepared to adjust the schedule accordingly including taking an exam during the next class session.

- Students must notify me prior to their absence or within one week after the absence.
- Students must submit any written documentation supporting their excused absence within one week of the absence.
- Absences for major religious holidays require advance written notification.
- Any approved make-up activities must be completed within 2 weeks of the scheduled time for that assignment. Make-up approval is not guaranteed.

ATTENDANCE & CLASS PARTICIPATION

Your participation plays an important role in establishing a class environment that fosters mutual respect and cooperative learning. While in-class participation may be difficult to ascertain during this semester, your discussion board posts will be relied upon heavily for any participation grade as will your physical presence in class or at any Zoom class meetings.

Please attend class and arrive on time. Students who regularly attend class consistently outperform those who do not. If you miss class, it is your responsibility to find out what was covered and assigned. Exam material will largely come from class lectures, the text, PowerPoints and other assigned material.

CLASSROOM ENVIRONMENT UNIVERSITY POLICY 10.4

It is important to have a classroom environment that is conducive to learning for everyone. This requires adherence to some basic rules of respectful behavior. The following will NOT be tolerated: (1) side conversations, (2) reading or working on anything except the material in this class, (3) putting your head down on your desk (sleeping), (4) emailing, texting, social media, (5) smoking, (6) cussing, (7) fist-fighting, (8) general orneriness, or anything else that might disrupt the class. If you feel the need to engage in these behaviors, please remove yourself from class.

TECHNOLOGY WARNING

Ample research (Hembrooke & Gay, 2003; Fried, 2008) has found that students who use computing devices during class have significant decrements in their memory performance. Further, students who use these devices are a distraction to students who do not use them (Sana, Weston, & Cepeda, 2013). Therefore, laptops, tablets, phones, and other electronic devices are to be used in class for coursework only. Students with disabilities (and their assigned note takers) will be given special consideration.

ACADEMIC INTEGRITY (A-9.1)

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](http://www.sfasu.edu/policies/academic_integrity.asp)

**WITHHELD GRADES SEMESTER GRADES POLICY (A-54)**

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/](http://www.sfasu.edu/disabilityservices/).

**GRADING**

*Final grades earned as follows:

- “A” 900-1000
- “B” 800-899
- “C” 700-799
- “D” 600-699
- “F” < 600
Activities & Assignments

There will be required activities with deliverables throughout the semester. These will be conducted at the individual and/or group level, as noted in the assignment. The group grade will be the grade to assigned to each individual group member.

Major Assignments

A **Needs Assessment Video** needs to be submitted by the indicated date. A Salesforce case and rubric will be provided on Brightspace. **ABSOLUTELY NO LATE VIDEOS WILL BE ACCEPTED.**

**Network Development Assignment.** For this project you are required to conduct 7 informal interviews with people from 2 targeted industries. This paper should be no longer than 4 typed pages typed. It must include a short summary of each interview, proof of your follow-up communication, as well as the Interviewee’s contact information.

Weekly Group Discussions

Due to the mixed modality of the course and the ability of students to be physically present for each class session, we will implement a weekly group discussion. This discussion will take place during the scheduled classroom sessions and be available either in-person or via Zoom. These discussions will be used to answer questions about the material for the week, answer questions about material covered in a prior week, answer questions of a general course-centered nature. This will be your opportunity to ask questions, hear questions and answers from your classmates, and engage with the instructor. Attendance and participation will be noted. For you to get the most of these sessions, it is important that you read the material ahead of class.

Discussion Boards

There will be required and graded discussion board posts. Students will typically have two (2) required posts. The first post will be in response to the discussion board question or scenario. The second post will be your response to a classmate’s original post. Refer to Brightspace for details.

Quizzes

There may be chapter quizzes throughout the course of the semester. These will cover content material from the book, PowerPoint slides, class discussion, cases, or other assigned material.

Projects

There will be several graded projects throughout the semester. These will be both individual and group projects. These projects will represent the largest percentage of your final grade and should not be taken lightly. We will discuss each of these in detail in the weekly group discussion sessions. Please see the grading rubric for details.
Late Work and Make-up Exams

As a rule, there are no make-up quizzes and exams and late work is not accepted. In the event of a documented excused absence, as governed by university policy, an alternative option may be granted. It is your responsibility to provide the necessary documentation to your instructor as soon as possible. The instructor will inform you if the documentation you have provided meets the requirements and what the alternative option will be including its due date.
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<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Topic</th>
<th>Notes</th>
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<tr>
<td>8/25/2020</td>
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<td>Welcome, Intro, Syllabus and Assignments Room/Zoom Assignments</td>
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<td>8/27/2020</td>
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<td>Review Salesforce Case and Needs Assessment Project LinkedIn Project Introduction</td>
<td>Personal Intro Due Release SF Case Study</td>
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<td>9/1/2020</td>
<td>Chapter 1</td>
<td>Career of the Professional Salesperson Networking Assignment Overview</td>
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<td>9/3/2020</td>
<td>Chapter 2</td>
<td>Relationship Marketing Weekly Group Discussion</td>
<td>LinkedIn #1 Due</td>
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<td>9/10/2020</td>
<td>Chapter 3</td>
<td>SPIN Discussion Ethics First</td>
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<td>Business Cards Due</td>
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<td>Psychology of Selling</td>
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<td>LinkedIn #2 Due</td>
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<td>11/25-11/29/2020</td>
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*This course schedule should be considered fluid. External influences may impact the timing of lectures and assignments and the course material delivery method. The instructor has sole discretion as to any changes that may be required. Notice will be provided on Brightspace as quickly as possible.