Nelson Rusche College of Business  
MKT 353  
Personal Selling  
Spring 2020

COURSE:  
Personal Selling (MKT 353-001)  
Section-001: MW 11:00am -12:15am (BUSI 127)

TEXT:  
Available online and in the university bookstore.

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

INSTRUCTOR:  
Greg Caldwell  
Bldg: Business Building  
Office: 403EE  
Email: caldwellwg@sfasu.edu  
Phone: 936-468-2389

OFFICE HOURS:  
MW 2:00-3:00 pm or by appointment Please contact me in advance to make certain the time requested is available.

WEBSITE:  
https://d2l.sfasu.edu/  
Please check this website regularly for all announcements and materials presented. Your course grades will be posted here as well. If you do not have access to our class D2L page please contact me ASAP.

PREREQUISITE:  
Junior standing

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

COURSE DESCRIPTION  
To study the basic 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. 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.
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.

OPEN DOOR POLICY AND FEEDBACK

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

CLOTHING AND ATTIRE

Any presentation, either by video or in person, will require appropriate clothing, ie: For men, collared shirt, dress pants and preferably a sport coat. For women, a dress or blouse and skirt or dress slacks. This attire will also be required for any class periods where a guest speaker is present.

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. Your participation plays an important role in establishing a class environment that fosters mutual respect and cooperative learning.

This class will meet twice each week for 15 weeks, and for a 2-hour final examination. Students have weekly reading assignments to prepare for various class activities, will be administered quizzes, 3 exams, and 1 group project. On average these require a minimum of 6-hours each week outside of classroom hours.

ATTENDANCE & CLASS PARTICIPATION

Please attend class and arrive on time. Students who regularly attend class consistently outperform those who do not. Throughout the semester, there will be several in-class
activities to assess your performance and track your attendance. If you miss class, it is your responsibility to find out what was covered and assigned.

Exam material will largely come from class lectures.

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.
• All the make-up activities have to be done within 2 weeks of the scheduled time for that assignment.

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 must make up the missed activities within 1 week of the scheduled due date.

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, etc., Students engaging in these disruptive behaviors may be asked to leave the classroom.

TECHNOLOGY PROHIBITION

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 not allowed in this class. However, students are allowed to petition for an exemption. Exemption from this policy is at the discretion of the instructor. 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/).
**Bonuses**: 50 bonus points will be awarded for attaching your final personal sales video to your LinkedIn profile by the final class period for the semester.

*Final grades earned as follows:*

- **“A”**: 900-1000
- **“B”**: 800-899
- **“C”**: 700-799
- **“D”**: 600-699
- **“F”**: < 600

### In-class Activities

There will be in-class activities. For each class, there will be one or several class activities. Class activities will be conducted at the individual and/or group level.

### Quizzes

There will be unannounced quizzes/assignments administered throughout the course of the semester. Contents may cover material from the book, PowerPoint slides, class discussion, cases, or other assigned material. Students have an opportunity to drop their lowest quiz grade.
Exams

Regular exams are in-class and non-cumulative. Questions may be multiple choice, short answer, or long answer (about a page). Exam questions may cover material from the book, PowerPoint slides, class discussion, cases, or other assigned material.

Make-up Exams

In the event of a documented excused absence, as governed by university policy, you may complete a scheduled course exam. It is your responsibility to provide the necessary documentation and to schedule the exam with your instructor within the +/- one-week timeframe. A make-up exam will be scheduled within 2 class dates of the original exam date. In addition, students will not be permitted to make-up more than one exam.

Late Work

If you have an excused absence or are having trouble completing an assignment on time, please talk with me well before the due date. Late work may be accepted given proper documentation (up to instructor’s discretion) and subject to point reduction.
<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1/15/2020</td>
<td></td>
<td>Welcome, Syllabus, and Introduction</td>
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<tr>
<td>1/20/2020</td>
<td>Chapter 1</td>
<td>Career of the Professional Salesperson</td>
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<td>1/22/2020</td>
<td>Chapter 2</td>
<td>Relationship Marketing</td>
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<td>1/27/2020</td>
<td>Chapter 3</td>
<td>Ethics First</td>
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<td>1/29/2020</td>
<td>Chapter 4</td>
<td>Psychology of Selling</td>
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<td>2/3/2020</td>
<td>Chapter 5</td>
<td>Communication: Verbal &amp; Nonverbal</td>
<td>PSV #1 Due</td>
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<td>2/5/2019</td>
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<td>Communication Across Cultures</td>
<td>Product Sale Proposals Due</td>
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<td>2/10/2020</td>
<td>Chapter 6</td>
<td>Knowledge: Customers, Products, &amp; Technology</td>
<td>Sales Grouping Due</td>
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<td>2/12/2020</td>
<td>Chapter 7</td>
<td>Prospecting</td>
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<td>2/17/2020</td>
<td>Chapter 8</td>
<td>Planning the Sales Call</td>
<td>PSV #2 Due</td>
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<td>Etiquette Dinner 4 pm to 6 pm</td>
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<td>Chapter 9</td>
<td>Sales Presentation Methods</td>
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<td>Exam 1 Review</td>
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<td>Exam 1</td>
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<td>Chapter 10</td>
<td>Presentation Strategy</td>
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<td>3/9 - 3/13</td>
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<td>3/18/2020</td>
<td>Chapter 11</td>
<td>Elements of Sales Presentation</td>
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<td>Chapter 12</td>
<td>Prospect Objections</td>
<td>PSV #4 Due</td>
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<td>Product Sales Presentations</td>
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<td>3/30/2020</td>
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<td>4/1/2020</td>
<td>Chapter 13</td>
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<td>4/6/2020</td>
<td>Chapter 14</td>
<td>Customer Retention</td>
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<td>Chapter 15</td>
<td>Time, Territory, and Self-Management</td>
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<td>4/15/2020</td>
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<td>4/20/2019</td>
<td>Chapter 16</td>
<td>Planning, Staffing, &amp; Training Salespeople</td>
<td>PSV #6 Due</td>
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<tr>
<td>4/27/2020</td>
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<td>Group SFA Sales Project Workday</td>
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<td>Group SFA Sales Project Presentations</td>
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<td>5/04 - 5/08</td>
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<td>Finals Week</td>
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**Subject to change as announced in class or on the class website.**