COURSE: Personal Selling (MKTG 3353)
Section-002: Tuesday/Thursday, 11:00AM to 12:15PM, McGee#167

TEXTBOOK: Ingram, LaForge, Avila, Schwepker & Williams (2020). Sell (6th ed.) Cengage

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

OFFICE HOURS: Office Hours: In-Person or Zoom, by appointment:
Monday 8AM - 11AM ZOOM ONLY and 1PM – 2PM IN OFFICE
Wednesday 8AM - 11AM and 1PM – 2PM IN OFFICE
Tuesday and Thursday 8AM - 9AM IN OFFICE; or
By appointment (see below)

When possible, please email me with the date/time that you are requesting a meeting and the topic of the meeting. This will allow me to be better prepared for our meeting.

In-Person or Zoom: Outside of posted times is 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.

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.
COURSE DESCRIPTION

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 may 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. The content of and participation in the class will rely in-class and online and “out-of-classroom” activities. These may include, but not be limited to, discussion boards, Zoom 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 Objections, and Earning Commitment.

COURSE DELIVERY

This course is designed to be delivered utilizing an in-class format. At the professor’s sole discretion course lectures, presentations, and assignments may be presented either in class or through D2L. Per the course catalog, this course is scheduled to be presented, and attended, in-person.

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 individual or group presentation, whether by Zoom, video or live, 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. You should always dress for the job you want, not the one you have. 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 6.5 hours per week, so assume about 13-19.5 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, pop quizzes, presentations 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, transportation issues, electronic/internet issues, the common cold 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 adapt to an adjusted course schedule, 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 a reasonable timeframe to be determined by the professor. 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 a challenge due to normal life experiences, your physical or Zoom presence during class and your discussion board posts will be relied upon heavily for any participation grade.
Please arrive on time to class. 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. It is not the professor’s responsibility to supply you with any material covered in class unless your absence was University-approved. Please note: **You cannot make-up any in-class activities, including exams, quizzes, presentations or projects, unless your absence is excused as per university policy.**

**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 ornerness, 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**

All work completed in this course including assignments, projects, quizzes, exams, discussion boards, peer reviews, extra credit, etc. will be assigned points. Points will be totaled and compared against the maximum number of points that are achievable. This percentage will be used to determine your final grade.

Final grades will be earned and reported as follows:

- “A”  >=90.0%
- “B”  >=80.0%
- “C”  >=70.0%
- “D”  >=60.0%
- “F”  < 60.0%

**Assignments & Activities**

There may 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 assigned to each individual group member adjusted for any peer review grade.

**Weekly Group Discussions**

There may be a weekly group discussion during the scheduled classroom sessions. Please refer to the Course Schedule for details on when these group discussions will occur. These discussions will be used to review the week’s material, work on critical components of the course as a group, answer questions about the material for the week, answer questions about material covered in a prior week, and 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 and review any required material ahead of class.

Asynchronous Class Time

The State of Texas and the University have determined that a portion of the course should provide
for asynchronous learning. To that end, this course will incorporate asynchronous learning
opportunities. These opportunities will enable students to work at their own pace, on their own
time schedule to complete graded assignments. While students may work independently, the
deliverables for any assignments will normally have a deadline. Late work rules will apply to these
deliverables. The nature of these assignments may vary at the professor’s discretion.

Discussion Boards

There may be required graded discussion board posts. Discussion Board Posts may have one (1)
required entry or two (2) required posts. The first post will be in response to the discussion board
question(s) or scenario. The second post, if required, will be your response to a classmate’s
original post. Refer to the Assignments section of D2L for details on these assignments.

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, guest speakers, or other assigned
material. There may also be unannounced “pop” quizzes given during class. These will be at the
discretion of the professor. Pop quizzes will not be eligible for any type of “make-up” regardless
of the reason for your absence from class on that day.

Projects

There may be graded projects throughout the semester. These may be individual or 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
D2L and the grading rubrics 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 and any penalty.

Assignments, Projects and Activities – See D2L for details on each assignment.

<table>
<thead>
<tr>
<th>Assignments/Activities</th>
<th>To get full credit all assignments and activities must be turned in by the stated deadlines. No late assignment will be accepted. The details for each will be posted on D2L.</th>
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<tr>
<td><strong>Chapter Quizzes</strong></td>
<td>There will be a chapter quiz for each chapter that is covered in class. All chapter quizzes are online. You will have access to them on D2L until the deadline for each quiz.</td>
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<tr>
<td><strong>Major Assignments</strong></td>
<td>A <em>Needs Assessment Role Play</em> will be given by each student to the professor. A role play scenario and rubric will be provided on D2L. Students must register for one of the available time slots on first-come, first-served basis. Failure to deliver this presentation is an automatic F for this course. <em>Network Development Assignment.</em> For this project you are required to conduct 10 informal interviews with people from 1-2 industries of the student’s choice. This paper should be no longer than 4-5 typed pages typed. It must include a short summary of each interview, proof of your contact and follow-up communication, as well as the Interviewee’s contact information. Details on the deliverable are on D2L. Points will be deducted for any part of the assignment that is incomplete or missing.</td>
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<td><strong>Minor Assignments</strong></td>
<td><em>LinkedIn 1 and 2.</em> There will be two LinkedIn assignments designed to help you create and improve your online visibility and relativity to future employers. Details will be on D2L.</td>
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<tr>
<td><strong>Final Exam</strong></td>
<td>There will be a Final Exam per University Policy. The details for the Final Exam including the date and time of the Exam will be posted on D2L.</td>
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# Course Schedule

**MKTG3353 Personal Selling Fall 2021**

<table>
<thead>
<tr>
<th>Week Of</th>
<th>Readings</th>
<th>Topic</th>
<th>Notes/Assignments/Readings</th>
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<tbody>
<tr>
<td>8/24/2021</td>
<td>Welcome, Intro, Syllabus and Assignments Role Play Partners Assigned</td>
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<tr>
<td>8/26/2021</td>
<td>Review Role Play Case, Project &amp; Deliverable LinkedIn Project Introduction</td>
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<tr>
<td>8/31/2021</td>
<td>Chapter 1</td>
<td>Overview of Professional Selling</td>
<td>Read Chapter 1 Personal Intro Due Watch: One Red Paperclip Discussion Board Post #1: One Red Paperclip</td>
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<tr>
<td>9/2/2021</td>
<td>Chapter 2</td>
<td>Building Trust &amp; Sales Ethics Review &amp; Discuss Networking Project</td>
<td>Read Chapter 2 CH2 Discussion Questions LinkedIn #1 Due</td>
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<tr>
<td>9/7/2021</td>
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<td>Case Study #1 Peter Green Discussion</td>
<td>Read Peter Green’s First Day Discussion Questions: Peter Green DB Post#2: One Red Paperclip</td>
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<td>9/9/2021</td>
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<td>Review &amp; Discuss Role Play Project. Review Script and Details</td>
<td>Read Chapter 3 CH3 Discussion Questions</td>
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<tr>
<td>9/14/2021</td>
<td>Chapter 3</td>
<td>Understanding Buyers</td>
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<tr>
<td>9/16/2021</td>
<td>Chapter 4</td>
<td>Communication Skills ADAPT &amp; SPIN Introduction</td>
<td>Read Chapter 4 CH4 Discussion Questions</td>
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<td>9/21/2021</td>
<td>Guest Speaker</td>
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<td>TBD</td>
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<tr>
<td>9/23/2021</td>
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<td>Case Study #2 Discussion</td>
<td>Read CS#2: Active Listening CS#2 Discussion Questions</td>
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<td>9/28/2021</td>
<td>Role Play Practice</td>
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<td>9/30/2021</td>
<td>Chapter 5</td>
<td>Strategic Prospecting &amp; Sales Dialogue</td>
<td>Read Chapter 5 CH5 Discussion Questions</td>
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<td>10/5/2021</td>
<td>Role Play Practice</td>
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<tr>
<td>10/7/2021</td>
<td>Chapter 6</td>
<td>Planning Sales Dialogues &amp; Presentations</td>
<td>Read Chapter 6 CH6 Discussion Questions</td>
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<td>10/12/2021</td>
<td>Role Play Practice</td>
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<tr>
<td>10/14/2021</td>
<td>Chapter 7</td>
<td>Sales Dialogue: Creating &amp; Communicating Value</td>
<td>Read Chapter 7 CH7 Discussion Questions Networking Project Due LinkedIn #2 Due</td>
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<td>10/19/2021</td>
<td>Role Play Practice</td>
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<tr>
<td>10/21/2021</td>
<td>Chapter 8</td>
<td>Addressing Concerns &amp; Gaining Commitment</td>
<td>Read Chapter 8 CH8 Discussion Questions</td>
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<tr>
<td>10/26/2021</td>
<td>Role Play Practice</td>
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<tr>
<td>10/28/2021</td>
<td>Chapter 9</td>
<td>Expanding Customer Relationships</td>
<td>Read Chapter 9</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>CH Discussion Questions</td>
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<tr>
<td>11/2/2021</td>
<td>Needs Assessment Presentations 1-3</td>
<td>Role Play Assignments</td>
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<td>11/4/2021</td>
<td>Needs Assessment Presentations 4-6</td>
<td>Role Play Assignments</td>
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<td>11/9/2021</td>
<td>Needs Assessment Presentations 7-9</td>
<td>Role Play Assignments</td>
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<td>11/11/2021</td>
<td>Needs Assessment Presentations 10-12</td>
<td>Role Play Assignments</td>
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<td>11/16/2021</td>
<td>Needs Assessment Presentations 13-15</td>
<td>Role Play Assignments</td>
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<td>11/18/2021</td>
<td>Needs Assessment Presentations 16-17</td>
<td>Role Play Assignments</td>
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<tr>
<td>11/22-11/26/2021</td>
<td>Thanksgiving Break</td>
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<td>11/30/2021</td>
<td>Chapter 10 Adding Value: Self-Leadership &amp; Teamwork</td>
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<tr>
<td>12/2/2021</td>
<td>Wrap-Up, Final Exam Questions</td>
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<tr>
<td>12/7/2021</td>
<td>Final Exam</td>
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