Spring 2024

MKTG 3353.002 Personal Selling
Department of Management and Marketing
College of Business, Stephen F. Austin State University

Instructor: Kathryn Blevins
Office: McGee 403EE
Office Hours:
Monday: 10:30 am - 1 pm
Tuesday: 1:45 to 3 p.m.
Thursday: 10 to 11 a.m. & 1:45 to 3 p.m.
Friday: online only 11 a.m. to 3 p.m.

Phone: 936 – 468 – 1474
Email: kblevins@sfasu.edu
Class Location: BU 167
Class Times:
Section 001 – MW 2:30 to 3:45 p.m.
Section 002 – TR 11 a.m. to 12:15 p.m.

Course Delivery: This course will be delivered in a face-to-face modality on campus.

Text and Materials:
Sell (6th ed.) By Ingram, Thomas N. Published by Cengage L

Website: https://d2l.sfasu.edu/
Assignments, quizzes, grades, and all class announcements will be posted using this site. If you do not have access to the D2L course, please contact me as soon as possible.

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

Communication: Class announcements will be made using the News Items tool in D2L. You may email me directly at kblevins@sfasu.edu or through the D2L class site. I will receive the email faster if you send it outside of D2L, directly to kblevins@sfasu.edu. I will try to respond quickly. Occasionally, I may email you via D2L to comment on assignment submissions. It is not my preference, but it is easier to use the D2L email while grading if I have questions or requests for additional information regarding specific assignments. If you receive an email from me through D2L, you may respond to that email in D2L. In the event that SFA systems are unavailable, we will communicate via LinkedIn.

Office Hours: Schedule a time via email to ensure availability. In the scheduling email, Include your preferred date/time and the topic of discussion for the meeting. Scheduling a time in advance also helps me prepare to help you with your questions.

Monday: 11 a.m. to 1 p.m.
Tuesday and Thursday: 10 to 11 a.m. & 1:45 to 3 p.m.
Friday: online only 11 a.m. to 2:30 p.m.
Finals Week: May 6, 11 a.m. to 3 p.m.

Catalog Description: Sales theory, techniques, strategy and salesperson characteristics.
Prerequisite(s): junior standing

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, guest speakers, projects, papers, 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 learning environment. The content of and participation in the class will rely on in-class, online and out-of-classroom activities. These may include, but not be limited to, discussion boards, 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.

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://www.sfasu.edu/cob/ug-plo.asp.

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.

Attendance and Class Participation: Per the course catalog, this course is scheduled to be presented, and attended, in-person. Your participation plays an important role in establishing a class environment that fosters mutual respect and cooperative learning. This course is designed to be delivered utilizing an in-person format. At the professor’s sole discretion, course lectures, presentations, and assignments may be presented either in class or through D2L. 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.

**When joining a class via ZOOM**

- You are expected to appear just as you would if attending the class in person. This means you are required to leave your camera on at all times.
- If you wouldn’t engage in a behavior in the traditional classroom, then it is not appropriate while Zooming into class from a distance.
- Select a location that is a quiet room free of distractions (for yourself and others).
- Avoid public spaces with customers milling in the background, road noises, etc.
- Dress in attire appropriate for the traditional classroom.
- It is OK to mute your microphone if you are not speaking, however please try to avoid or eliminate background disruptions like pets, children, roommates, TV, music, and food.

**CLOTHING AND ATTIRE**

Any individual or group presentation, whether by Zoom, video or live, will require appropriate clothing, i.e.: collared shirt or blouse, dress pants, and sport coat (weather permitting); a dress; or blouse and skirt. We will utilize Business Casual and Business Professional Dress during this class. 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.

**Attendance:** 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 quizzes, presentations or projects, unless your absence is excused as per university policy. If the University is closed for any reason on a scheduled class day, you should be prepared to adapt to an adjusted course schedule.

- 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. This includes COVID.
- 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.

**Grading:** Points will be assigned for activities, quizzes, projects and extra credit as outlined in D2L. Your final grade will be a function of the points you earn against the total of all possible points. Assignments and point values may be added, removed or revised during the semester at the sole discretion of the professor.

The course grade for this class will be determined from exams, quizzes, class activities, attendance and participation, and a final project. All grades will be assigned with the following values:
Reading Quizzes (10) 100 pts (10 quizzes x 10 points each)
Minor Presentations (2) 200 pts (2 presentations x 100 pts each)
Assignments (5) 250 pts (5 assignments x 50 points each)
Attendance and Participation (15) 105 pts (15 random checkpoints x 7 points each)
Major presentation (1) 200 pts
Etiquette Dinner (1) 145 pts
Total Points 1000 pts

*Final grades will be determined using the policy outlined by the University:
  A = 894.5-1000 (89.45 – 100%)
  B = 794.5-894.4 (79.45 – 89.44%)
  C = 694.5-794.4 (69.45 – 79.44%)
  D = 594.5-694.4 (59.45 – 69.44%)
  F = 594.4 or below (59.44% or below)

Course Requirements: Every student has the opportunity and the ability to make an "A" in this class, but your grade in this class will depend on how well you prepare and study for the exams, the assignments and cases, and your attendance and participation in the classroom.

Student’s Responsibility: Each student is expected to come to class having read the assigned chapter and any additional materials assigned each week in D2L BEFORE class.

Exams: The major presentation will serve as the final exam.

Activities, Assignments, and Projects: 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 or in the syllabus. The group grade will be assigned to each individual group member and adjusted by the Peer Review grade.

Reading Quizzes: There will be quizzes for the assigned chapters (see calendar) that will be due by midnight the night before that chapter is covered. Therefore, the student will need to read the chapter before class in order to be prepared to participate in class discussions. Each quiz is worth 10 points.

Quizzes will be administered on MindTap, and a link to each quiz will be posted on D2L. Students can find these listed in the D2L Content section. Students must complete the quiz, and submit it before midnight the night before the first day we cover the chapter. Due dates are listed on D2L. Quizzes will consist of 20 questions. Quizzes are open book and 2 chances to take each quiz are offered. Students are expected to work independently to complete the quizzes. Academic integrity is expected. In the event the instructor deems the integrity of the quizzes to be in jeopardy, the instructor reserves the right to change the format of the quizzes at any time. This would include the changing of quizzes to “in-class” format.
**Etiquette Dinner:** Students are required to attend an Etiquette Dinner to be held on February 20 from 3:30 to 6 p.m. This event is hosted solely for the 2 personal selling classes. Attendance and participation serves as a major part of your grade. In the event that you have a prior obligation during this time, like another class, work, or a university approved function, we will make arrangements for a substitution. However, it will not be as enjoyable to attend as the etiquette dinner event.

**Speakers:** Outside speakers may be engaged to address the class on a variety of topics that are pertinent to the course content. The dates of these speaking engagements are fluid depending on the availability of the speakers. Students are expected to be present for these events and are encouraged to engage with the speakers and ask pertinent course or topic-related questions. When available ahead of time, speaker topics will be posted on D2L. Business casual dress is required for guest speaker days.

**Late Work / Make-Up Policy:** Assignments turned in late will not be accepted. Students missing class for university excused absences must make arrangements to turn in assignments on or before the due date.

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract and is subject to change as necessary. The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades.
# Tentative Schedule: Schedule, Assignment and Dates subject to change

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Lecture Topic</th>
<th>Quiz Due Dates</th>
<th>Activity Grade and Due Dates</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>18-Jan</td>
<td>Introductions/Syllabus/Course Overview/Presentation Expectations</td>
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<tr>
<td>Week 2</td>
<td>23-Jan</td>
<td>Ch 1: Overview of Professional Selling and Professional Dress</td>
<td>Ch 1 quiz due Jan 29 at 11:59 p.m.</td>
<td>Assignment 1: LinkedIn due Jan 29 at 11:59 p.m.</td>
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<td>25-Jan</td>
<td>No Face to Face Class</td>
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<td>Week 3</td>
<td>30-Jan</td>
<td>Ch 10: Adding Value: Self-Leadership &amp; Teamwork</td>
<td>Ch 10 quiz due Jan 29 at 11:59 p.m.</td>
<td>Minor Pres. 1 outline and practice video due Jan 30 at 11:59 p.m</td>
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<td></td>
<td>1-Feb</td>
<td>Minor presentation 1: About me/Elevator Pitch</td>
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<td>Minor Pres. 1: in class Feb 1</td>
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<tr>
<td>Week 4</td>
<td>6-Feb</td>
<td>Ch 4: Communication Skills and Project Proposal</td>
<td>Ch 4 Quiz Due Feb 5 at 11:59 p.m.</td>
<td>Assignment 2: Project Proposal due Feb 11 at 11:59 p.m</td>
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<td>8-Feb</td>
<td>Guest Speaker Jonathan Helmeke, group activity</td>
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<td>Week 5</td>
<td>13-Feb</td>
<td>Ch 9: Expanding Customer Relationships</td>
<td>Ch 9 Quiz Due Feb 12 at 11:59 p.m.</td>
<td>Etiquette Dinner attendance and participation</td>
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<td></td>
<td>15-Feb</td>
<td>Interactive group work day, Communication</td>
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<tr>
<td>Week 6</td>
<td>20-Feb</td>
<td>Networking Project Development</td>
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<td></td>
<td>22-Feb</td>
<td>Etiquette Dinner (3:30 - 6 p.m.)</td>
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<tr>
<td>Week 7</td>
<td>27-Feb</td>
<td>Ch 6: Planning Sales Dialogues &amp; Presentations</td>
<td>Ch 6 Quiz Due Feb 26 at 11:59 p.m.</td>
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<td>29-Feb</td>
<td>Interactive group work day or Guest Speaker</td>
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<tr>
<td>Week 8</td>
<td>5-Mar</td>
<td>Ch 3: Understanding Buyers</td>
<td>Ch 3 Quiz Due Mar 4 at 11:59 p.m.</td>
<td>Assignment 3 - Etiquette Discussion - Due Mar 7 at 11:59 p.m</td>
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<td>7-Mar</td>
<td>No Face to Face Class (Etiquette Dinner counts as this class day)</td>
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<td>Spring Break: No Class - School Holiday</td>
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<td>Week 9</td>
<td>12-Mar</td>
<td>No Class - School Holiday</td>
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<td>14-Mar</td>
<td>No Class - School Holiday</td>
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<tr>
<td>Week 10</td>
<td>19-Mar</td>
<td>Ch 5: Strategic Prospecting &amp; Sales Dialogue</td>
<td>Ch 5 Quiz Due Mar 19 at 10 a.m.</td>
<td>Minor Pres. 2 outline and video due Mar 19 at 11:59 p.m</td>
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<td>21-Mar</td>
<td>Minor Presentation 2: Project Progress Report</td>
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<td>Minor Pres. 2: in class Mar 21</td>
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<td>Week 11</td>
<td>26-Mar</td>
<td>Ch 2: Building Trust and Sales Ethics</td>
<td>Ch 2 Quiz Due Mar 25 11:59 p.m.</td>
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<td>28-Mar</td>
<td>No Class - School Holiday</td>
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<tr>
<td>Week 12</td>
<td>2-Apr</td>
<td>Ch 8: Addressing Concerns and Gaining Commitment</td>
<td>Ch 8 Quiz due Apr 2 at 10 a.m.</td>
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<td>4-Apr</td>
<td>Interactive group work day or guest speaker</td>
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<td>Week 13</td>
<td>9-Apr</td>
<td>Ch 7: Sales Dialogue: Creating &amp; Communicating Value</td>
<td>Ch 7 quiz due Apr 8 at 11:59 p.m.</td>
<td>Assignment 4: Self Evaluation due Apr 9 at 11:59 p.m</td>
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<td>11-Apr</td>
<td>No Face to Face Class</td>
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<td>Assignment 5: Presentation Slides Due Apr 14 at 11:59 p.m</td>
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<td>Week 13: Interactive group work day or guest speaker</td>
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<tr>
<td>Week 14</td>
<td>16-Apr</td>
<td>Interactive group work day or guest speaker</td>
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<tr>
<td></td>
<td>18-Apr</td>
<td>Interactive group work day or guest speaker</td>
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<tr>
<td>Week 15</td>
<td>23-Apr</td>
<td>Presentations; speaker professional dress required</td>
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<td>Major Pres. 1</td>
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<td></td>
<td>25-Apr</td>
<td>Presentations; speaker professional dress required</td>
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<td>Major Pres. 1</td>
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<tr>
<td>Week 16</td>
<td>30-Apr</td>
<td>Presentations; speaker professional dress required</td>
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<td>Major Pres. 1</td>
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<td></td>
<td>2-May</td>
<td>Presentations; speaker professional dress required</td>
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<td>Major Pres. 1</td>
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<tr>
<td>Week 16</td>
<td>7-May</td>
<td>Tuesday May 7 at 10:30 - 12:30 p.m.; Presentations; speaker professional dress</td>
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<td>Major Pres. 1</td>
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<td>required</td>
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Rusche College of Business General Student Policies:

Academic Integrity (4.1)
The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Semester Grades (University 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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.
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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (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 full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) 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 iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

Student Wellness and Well-Being

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.
To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741