**PROFESSIONAL SELLING SYLLABUS**

**MKT 371-02, FALL 2021**

**PROFESSOR:** EDDIE INYANG, PhD

**OFFICE LOCATION:** Business Building 232

**PHONE: (609) 771-3027**

**EMAIL:** inyanga@tcnj.edu

**OFFICE HOURS:** 12:30 P.M. to 1:50 P.M. on Tuesdays and Fridays, by appointment other times.

**CLASS LOCATION and MEETING TIMES**: Business Building 122, Tuesdays/Fridays, 11:00 am to 12:20pm.

**COURSE TITLE AND SECTION:** MKT 371, Section 02

**DESCRIPTION OF COURSE:** We commonly hear that modern societies place disproportionate significance on money and material possessions - that we live in a “consumer society”. In this course we take an interdisciplinary approach to studying consumerism, drawing upon academic research from various theoretical and applied perspectives. We will examine how the ubiquitous presence of consumerism influences individual behaviors, social welfare, culture, environmental quality, economic performance, and public policy. We will study both the positive and negative impacts of consumerism on individuals and societies, with a focus on the United States. We will also explore our personal choices as members of a consumer society, considering how we can lead balanced and fulfilling lives.

**REQUIRED TEXTBOOKS AND OTHER COURSE MATERIALS:**

*Selling – Building Partnerships 10th edition by Castleberry and Tanner, McGraw-Hill Education. ISBN-13: 978-1-259-57320-0 (required)*

**CLASSROOM POLICIES:**

* If you have to leave class early, please inform the instructor prior to class.
* Turn off cell phones (set to vibrate if facing an emergency situation).
* Laptops and related devices should only be used during class for activities related to the class.
* Laptops and related devices are not allowed during presentations by guest speakers.
* Keep side communication to a minimum during class discussions.

**STUDENT LEARNING OUTCOMES**:

1. To review and reinforce student understanding of the relationship between the target market and the marketing mix in order to put personal selling into perspective as an element of the promotion mix and the marketing mix.
2. To develop an understanding of the nature, role, functions, and rewards of personal selling as well as the skills and activities necessary to be a successful salesperson. This understanding will include the activities that must be conducted prior to the selling interaction, during the interaction, and post-sales activities.
3. To improve communication skills (listening, questioning, adapting, and persuading) in order to enhance career advancement, regardless of job position.
4. To understand the process of business- to- business selling including pre-call planning, developing call objectives, developing a clear understanding of the customer’s situation, offering solutions to customer problems, strengthening the presentation, handling objections, obtaining commitment, negotiation, and strengthening the business relationship.
5. To learn and apply concepts concerning customer relationship building and maintaining long –term partnering relationships
6. Gain experience in executing each step of the selling process through role-play exercises

If you participate in class, work closely with teammates, and complete assignments on time, you will improve your ability to sell your ideas and become more effective in representing yourself and your company and its products and services. You also will learn what is necessary to build long-term, profitable relationships with clients.

**COURSE POINTS:**

|  |  |
| --- | --- |
| In-Class Exercises | 70 points |
| Participation | 25 points |
| Mid-Term Exam | 50 points |
| LinkedIn Exercise and Write-up | 50 points |
| Product and Prospecting Plan (2 plans, 25 points each) | 50 points |
| Personal Code of Ethics Assignment | 20 points |
| Sales Role Play 1 | 100 points |
| Sales Role Play 2 | 100 points |
| Final Exam  | 85 points |
| TOTAL | 550 points |

**GRADING POLICY:**

|  |  |
| --- | --- |
| **TOTAL POINTS (%)** | **GRADE** |
| **511.5 and above (93 – 100%)** | **A** |
| **495 – 511.4 (90 – 92.9%)** | **A-** |
| **475.8 – 494.9 (86.5 – 89.9%)** | **B+** |
| **456.5 – 475.7 (83 – 86.4%)** | **B** |
| **440 – 456.4 (80 – 82.9%)** | **B-** |
| **420.8 – 439.9 (76.5 – 79.9%)** | **C+** |
| **401.5 – 420.7 (73 – 76.4%)** | **C** |
| **385 – 401.4 (70 – 72.9%)** | **C-** |
| **365.8 – 384.9 (66.5 – 69.9%)** | **D+** |
| **330 – 365.7 (60 – 66.4%)** | **D** |
| **329.9 and below (< 60%)** | **F** |

**Grading will be based on what is shown in the table above, and not what is shown on Canvas.**

**GENERAL EXPECTATIONS AND COURSE CONDUCT**

**Formatting:** *All work* done outside of class (formal essays and brief assignments) should be submitted double-spaced and formatted for 8.5" x 11" pages, using 1" margins left and right, top and bottom. You should use 12-point Times New Roman font, and number pages after the first. Each assignment should be headed with your name and the assignment name, and the title of your essay. All formal essays must have titles related to the writing (not the assignment title from the professor). It is best to save your work as a PDF to avoid format errors. Follow APA style for citations and references. On the date listed on the syllabus for each assignment, a copy is due on CANVAS before class. DO NOT email assignments to the professor.

**LATE ASSIGNMENT PENALTIES**

There will be a late assignment penalty applied to any assignment submitted after the due date/time based on the following schedule: after due date/time and up to 1 day late, 20% point deduction. 2 days to 3 days late, 30% point deduction. 4 days to 6 days late, 60% point deduction. 7days plus late: 100% point deduction. The only exception to the point deduction will be for documented emergencies.

**MISSED IN-CLASS EXERCISES, PARTICIPATION AND ASSIGNMENTS**

The class involves in-class exercises that are not announced beforehand. If you cannot make any class session for any reason, please notify me via email the day of the class. If, I’m notified of any absence, I will allow make-ups for in-class exercises. There will be no make-ups if I have not be notified or if notification is given on any day after the class date. 3 make-up exercises are allowed during the semester for any reason. Any makeup after the initial 3 will require a documented explanation for your absence before the make-up is allowed. Make-up assignments are permitted with prior approval of instructor. Make-ups are only allowed for documented emergencies. To avoid late assignment penalties, any make-up assignments will require proof of reason for missing assignment due date.

**PARTICIPATION**

Students will be expected to contribute ideas and opinions based on the material they have learned in the class. Class participation points are based on a combination of your attendance and the extent to which you contribute in a meaningful way to course related discussion in the classroom. Class participation will be evaluated based on the quality of the contribution that you make to the class, not simply the quantity. Making a quality contribution to the class discussion means offering a comment, idea, suggestion, or question that move the discussion forward or in a new direction, and not repeating an idea that another classmate or the instructor has already stated. Your presence is a necessary but not sufficient condition for class participation points. You must be willing and prepared to answer questions and participate in discussions. Class participation will be graded on a weekly/bi-weekly basis with a maximum of 4 points per participation grading period and a minimum of 0 points.

**LINKEDIN EXERCISE**

As the effective use of social media has become an important part of a salesperson job, this course includes an assignment in which you will be asked to practice several activities in social networking using the LinkedIn.com website. This exercise will involve 3 parts with the goal of improving your SSI index, and the final part will include an write-up in which you will write a 2-3 page summary of what you learned after completing the exercise. Full details to be provided in class.

**COURSE SCHEDULE:**

|  |  |  |
| --- | --- | --- |
| **DATE** | **TOPIC** | **READING(S)** |
| Aug 31 | Class Introduction: Overview of Personal Selling | Chapter 1 |
| Sep 3 | Selling and Salespeople | Chapter 1 |
| Sep 7 | No Class |  |
| Sep 10 | Ethical and Legal Issues in Selling  | Chapter 2 |
| Sep 14 | Buyer Behavior and the Buying Process  | Chapter 3 |
| Sep 17 | Using Communication Principles to Build Relationships  | Chapter 4 |
| Sep 21 | Adaptive Selling for Relationship Building | Chapter 5 |
| Sep 24 | Prospecting  | Chapter 6 |
| Sep 28 | Ecosystems Software Presentation |  |
| Oct 1 | Social Selling and Personal Branding |  |
| Oct 5 | Planning the Sales Call  | Chapter 7 |
| Oct 8 | Making the Sales Call | Chapter 8 |
| Oct 12 | Fall Break – No Class |  |
| Oct 15 | Mid-term Exam (Chapters 1-8) |  |
| Oct 19 | Rapport Building & SPIN Selling  |  |
| Oct 22 | SPIN Selling contd. (Prospecting Plan 1 Due)  |  |
| Oct 26 | Sales Role Play Practice |  |
| Oct 29 | Sales Role Play 1 |  |
| Nov 2 |  Strengthening the Presentation | Chapter 9 |
| Nov 5 |  Responding to Objections  | Chapter 10 |
| Nov 9 |  Obtaining Commitment | Chapter 11 |
| Nov 12 | Sales Role Play 2 Practice |  |
| Nov 16 |  Sales Role Play Practice contd. (Prospecting Plan 2 due)  |  |
| Nov 19 | Formal Negotiating Sales Role Play 2 RNMKRS.com competition November 17-18 2pm -10pm can compete on either day. | Chapter 12 |
| Nov 23 | Building Partnering Relationships | Chapter 13 |
| Nov 26 | Thanksgiving Break – No Class |  |
| Nov 30 | Building Long-Term Partnerships | Chapter 14 |
| Dec 3 | Managing your Time and Territory  | Chapter 15 |
| Dec 7 | Managing within your Company | Chapter 16 |
| Dec 10 | Managing Your Career, Final Exam Review (LinkedIn assignment due) | Chapter 17 |
| TBD | Final Exam |  |

**USAGE OF 4th CREDIT HOUR:** Consistent with the TCNJ course structure of 4-credit units this course includes the "4th hour" of student engagement in the following manner:

​ a.  Outside class readings and review of sales cases and videos ​, and

 b.  Practice for sales role plays.

**OFFICE HOURS:** Days and times of scheduled office/student hours: Tuesdays/Fridays 12:30pm to 1:50pm. Use Google Appointment (see link below) to select a time during these hours. All communication outside of class should be handled by email. My email address is inyanga@tcnj.edu. I will generally respond to emails within 24 hours (weekends will be longer).

**Office Hours Appointment Link:**

*https://calendar.google.com/calendar/u/0/selfsched?sstoken=UURGazFaT0dDSmFJfGRlZmF1bHR8NDIzNmIzMTllODRkZTIwOWIxYzFhZTMwNTZmY2NmNGU*

**ACADEMIC INTEGRITY:** Students are responsible to know the Academic Integrity policy. Students may only represent work that is their own. Cheating on tests, failing to cite sources, or submitting someone else’s work are just a few examples that may result in failing the entire course or dismissal from the college. TCNJ’s academic integrity policy is available on the web: <http://policies.tcnj.edu/policies/viewPolicy.php?docId=7642>

**ATTENDANCE POLICY:** Except in the case of a TCNJ authorized absence or documented personal emergency, faculty are encouraged NOT to make individual exceptions to course assignment due dates and exams. Our work is no less coordinated or time-sensitive than many tasks encountered in the workplace and meeting deadlines and obligations is simply one more step in preparation for a business career. TCNJ’s Attendance Policy:  <http://policies.tcnj.edu/policies/viewPolicy.php?docId=9134>

​​**SCHOOL OF BUSINESS WRITING POLICY:**Because writing is a fundamental business skill, your grade for each assignment will reflect, among other things, your ability to write, even for assignments with minimum writing. Feedback on your writing will be provided as deemed necessary and, if your writing needs improvement, you should seek help from the Writing Center at (<http://tutoringcenter.pages.tcnj.edu/humanities/writers-place/>), from someone who writes well, or some other writing source. The responsibility to write well is yours. My responsibility is to hold you accountable for how well you write. Poor writing will be reflected in your final grade.

**FINAL EXAM POLICY:** Students are responsible for being present for all exams as scheduled by the college. TCNJ’s final examination policy is available on the web: <http://recreg.pages.tcnj.edu/269-2/>

**CODE OF CONDUCT AND INCLUSION STATEMENT:**Students are responsible for awareness of the Code of Conduct, online at: <http://business.pages.tcnj.edu/our-philosophy/code-of-conduct/> and the Inclusion Statement available at <https://business.tcnj.edu/2020/07/01/19938/>

**ODAS STATEMENT:** Any student who has a documented disability and is in need of academic accommodations should notify the professor of this course and contact Disability Support Services at (609-771-3199). Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992 (as amended).

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​ I have read and understand the syllabus conditions and instructions.

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Student Name Date

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