2017

MKTG 361 Professional Selling

Karen Eutsler
eutslerk@xavier.edu

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Course Objectives

The goals of this course are:

- To be the most practical class you take while at Xavier

- Sharpen business writing skills that allow you to produce "manager-ready" documents

- Provide you with an understanding of the processes and techniques involved in sales and sales force management

- Help you appreciate personal selling as a major function within the marketing department and overall success of an organization

- Improve your communication and presentation skills

- That you recognize the principles of selling apply to everything you do in business and life

Fall 2017

Profesional selling

Professor: Karen Eutslers
Email: EUTSLERK@XAVIER.EDU

Cell Phone: 513-543-9000
Office Hours: Mon & Wed 11-2
WCB Mission Statement

The Williams College of Business educates students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.

Academic Integrity

“Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, illegal downloading, unauthorized assistance in assignments and tests, unauthorized copying of computer software, the falsification of results and material submitted in reports or admission and registration documents.”

- Xavier Student Handbook

Plagiarism and cheating are serious offenses and can result in failure on a paper, or project, or the course. The following plagiarism site provides information that is dedicated to understanding the misuse of freedom and ill effects of plagiarism
http://webster.commnet.edu/mla/plagiarism.html. Failure to cite work will result in a reduction of points on the assignment.

YOUR PROFESSOR
Karen Eutsler

Look me up on LinkedIn if you want to learn about my career. Searching Facebook is the best way to find out about me personally. Of course you could always just ask - I'm a pretty open book.

My office is located in Smith 104A. My stated office hours will be held in addition to appointments. I aim to be incredibly approachable – please do not hesitate to meet with me if you're concerned about my class, your major, or life in general. I want you to be successful and am very willing to help!

REQUIRED TEXTS

How To Win Friends & Influence People
Dale Carnegie

The Little Red Book of Sales Answers
Jeffrey Gitomer

Spring 2017 Survey Response about How to Win Friends book

“That book has quickly become a favorite of mine and I feel I learned more from that book than I have in 80% of my classes here at Xavier.”

"..."
How you EARN your grade

**Participation**
- In-Class Role-Play Selling: 20 point(s)
- In-Class Role-Play Buying: 20 point(s)

**Projects & Quizzes**
- Sales Project: 160 point(s)
- Quizzes (10 points each): 100 point(s)

**Written Assignments**
- Dossiers (20 points each, 4 total): 80 point(s)
- Segmenting Customer Profile: 30 point(s)
- Trade-Up Project: 30 point(s)
- Art of Conversation Assignment: 30 point(s)
- Parent Date Assessment: 30 point(s)

**TOTAL Possible Points**: 520

Grades are earned, not given, and you are responsible for the quality of the work you submit and the corresponding grade received.

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**ROLE PLAYS**

Role Play participants are drawn at random for specific role (buyer or seller). If you are missing on the date/time your name is drawn you will receive zero points for that portion of the role play. Full credit (20 points each) is given to all students who TRY.

**DOSSIERS**

Four dossiers are due on important topics throughout the semester. These 1-page papers will be completed in executive summary format with all required sections appropriately rich in content. Dossiers are to be submitted via Canvas by 11:59 pm on due dates.

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**PROJECT**

You will evaluate a company or division and the sales opportunities available. Using course concepts, you will work in a team to develop a sales strategy.

**WRITTEN PAPERS**

Four separate assignments are assigned throughout the semester corresponding with the topic at hand. See Canvas for full descriptions and directions.

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**ROLE PLAYS**

I WAS SUPER NERVOUS TO DO MINE BUT IT ACTUALLY WASN'T THAT BAD.

Best thing I've ever done in a class!
Awesome! Super helpful in learning how to sell and fun to watch others sell.

From 3 spring 2017 survey responses
YOU WILL LEARN IN THIS CLASS.

YOU WILL HAVE FUN THIS CLASS.

YOU CAN NOT DO EITHER IF YOU’RE NOT HERE.

LATE SUBMISSIONS

Late assignments will be docked 10% every 24 hours starting 1 minute after the time the assignment is due.

FINAL GRADES

Round grades of A, B, C, D, and F will be given based on a 10-point scale. Pluses (+) will only be given to students who are within 1% of the next highest grade. All grades are at the Professor’s discretion.

EXTRA CREDIT

You may attend a “real” networking function with the objective of mingling with the professionals in attendance. A name badge must accompany your 1 page assessment of the event. In the paper, include the details of the event (organization sponsoring, date, purpose, etc.) and a summary of your experience (how did you feel? What was the atmosphere like? What did you accomplish?). This extra credit will be worth 20 points and is available to take the place of a role play or dossier that you missed/did poorly on.