2017

MKTG 361-01 Professional Selling

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

Office Hours
My office is located in Smith 104A. Office hours are Tuesdays 9-11am and Wednesdays 1-4pm. Other hours can be arranged by appointment. The best way to assure you don't wait outside my office while I'm talking to other students is to make an appointment during office hours. 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!

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 “boss-ready” documents
- To provide you with an understanding of the techniques and issues involved in sales and sales force management
- Gain an understanding of personal selling as a major function within the marketing and overall success of an organization
- Improve your communication and presentation skills
- Help you see that the principles of selling apply to everything you do

Course Approach:
Classes will be a combination of discussion, multiple guest speakers and lectures. Your class participation is expected and appreciated.

This semester you will be expected to:

- Role-play a variety of scenarios in front of the class.
- Work with a group to develop sales tactics for an ongoing case study company.
- Complete multiple short quizzes.
- Participate in class discussions and share your experiences.
- Be open to peer evaluations and grow in your presentation skills.
- Learn from guest speakers and gain appreciation for the variety of sales roles available

Class discussions will involve discussion of reading, lecture points, role plays, etc. I strongly encourage you to use concepts from other courses and other disciplines in our discussions. Learning, in this type of course, comes from a thorough analysis of written course material and participation in class discussions. I may call on anyone to start class discussions and it is expected that you are prepared prior to each class session.

TEXTS Available at the bookstore or online
How To Win Friends & Influence People, Dale Carnegie
Little Red Book of Sales Answers, Jeffrey Gitomer
### GRADING

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Participation</strong></td>
<td></td>
</tr>
<tr>
<td>In-Class Role-Play Selling</td>
<td>20</td>
</tr>
<tr>
<td>In-Class Role-Play Buying</td>
<td>20</td>
</tr>
<tr>
<td><strong>Projects, Midterm and Quizzes</strong></td>
<td></td>
</tr>
<tr>
<td>Sales Presentation</td>
<td>160</td>
</tr>
<tr>
<td>Quizzes (20 pt, 4 total)</td>
<td>80</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>60</td>
</tr>
<tr>
<td><strong>Written Assignments</strong></td>
<td></td>
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<tr>
<td>Dossiers (20 pt, 4 total)</td>
<td>80</td>
</tr>
<tr>
<td>Trade-Up Project</td>
<td>20</td>
</tr>
<tr>
<td>Art of Conversation Assignment</td>
<td>20</td>
</tr>
<tr>
<td>Parent Date Assessment</td>
<td>20</td>
</tr>
<tr>
<td>Sales Example</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL Possible Points</strong></td>
<td>500</td>
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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.

**In-Class Quizzes** - Periodically you will receive an in-class quiz covering material discussed in class. These unannounced quizzes will vary in content and format but each is worth a total of 20 points.

**Sales Example** – Visit a place of business and watch a sales presentation live. Ideas: car dealership, internship, etc. Write a 1 page reflection about the experience that details where you were, atmosphere, what happened, your suggestions for improvement.

**Dossiers** – Dossiers will be 1 page in length and will follow the format on the enclosed sheet. The sources you will use, *with citations as appropriate*, will be: course slides, *How to Win Friends & Influence People*, *Little Red Book of Sales Answers*, any articles that you find relating to the subject (ie from Inc. magazine, Business Courier, etc.), and/or conversations you have with a business mentor. The intention is for you to thoroughly evaluate a subject related to sales from multiple viewpoints. While there is no “right” way of selling, there are many unacceptable ways of going about it. I want you to glean insight from a variety of perspectives to better form your understanding of the best approach.

**Trade-Up Project** – See separate sheet with assignment outline.

**Art of Conversation** – See separate sheet with assignment outline.

**Parent Date** – See separate sheet with assignment outline and questions.

**Project** – You will evaluate a company or division and the sales opportunities that they have. Using course concepts, you will work in a team to develop a sales strategy for them. More information on this project will be given separately.
Grading Notes

- One OPTIONAL extra credit opportunity will be given. 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 quiz, role play or dossier that you missed/did poorly on.

- If you are going to miss a class you may complete assignments/midterm BEFORE the scheduled class for full credit. Late assignments are to be turned in via email and will be docked 10% every 24 hours after 12:00 NOON the day the assignment is due. For example, if you turn that day’s assignment in at 1:05pm you will receive a maximum value of 90%. The Midterm will not be given late unless previously approved by the professor in writing.

- Project sections earn one grade and all group members receive this score. If you are experiencing unresolvable problems with your group members, please see me. Otherwise, like the real world, you are expected to make the most of the situation and learn from the experience.

- Quizzes will be given on an unannounced basis and may not be made up. If you are going to miss a class you may take a make-up quiz in advance. This is accomplished by giving your professor ample notice (2+ days) of your impending absence.

- 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. For example, 90.2% will be graded as an A and an 89.1% will be scored as a B+. Minuses (-) will be given at the teacher’s discretion only in extenuating circumstances.

ACADEMIC INTEGRITY

The student majoring in nursing is charged by society and guided by ethical principles and laws to safeguard the health and wellbeing of the public.

“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 an exam, paper, or project; failure in 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.shtml.

DISABILITY ACCOMMODATIONS:

It is my goal that this class be an accessible and welcoming experience for all students. If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, contact me to arrange an appointment to share your Accommodation Letters from Disability Services and to discuss your needs. Disability related information is confidential. If you have not contacted Disability Services (located in the Learning Assistance Center) to arrange accommodations, I encourage you to do so by contacting Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.

Please see attached page for a Schedule of Course events. This schedule may change due to weather, good discussion that merits more time, or new resources coming available (ie speakers, events, etc.). Chapters listed are to be read prior to the class meeting on that date. Items listed as “due” are to be submitted on that date by 12:00 NOON.

Your classmates and I are eager to hear your opinions and experiences. You will learn in this class. You will have fun this class. You can’t do either if you’re not here.