

# COURSE SYLLABUS

## **MKTG 11** **Salesmanship** **3 credit hours**

Instructor: Gary T. Ward, Ph.D.

Class Meets MWF from 11-11:50 am, room SOC 36

Office Hours: MWF 2 to 2:50 pm; TTh 10 to 10:50 am or by appointment; Office BE 48B

Phone: 638-3641, ext 3266

### Course Description:

Behavioral science approach to personal selling. Emphasis on analysis of psychological aspects of consumer decision making and attitudes toward the salesperson that affect success.

Library/Internet Use: Library and/or the Internet may be required for some assignments

Prerequisites: None

### Learning Objectives and Outcomes:

1. Students will be able to describe the impact of self-image on success in selling
2. Students will be able to demonstrate how customer objections can be overcome
3. Students will be able to identify the elements of the sales environment that affect communication
4. Students will be able to explain the importance of sales planning before seeing the prospect

### Learning Methods:

1. Lecture - guides to shape our learning environment
2. Class Discussion - free exchange of ideas and experiences
3. Required Readings - outside articles may supplement text readings
4. Case Studies and Activities – solving sales problems in the business environment

Outcomes Assessment: Students will have achieved course objectives if they complete all exams and/or assignments with a cumulative average grade of C or better.

Required Texts: Selling Today: Building Quality Partnerships, 7<sup>th</sup> Edition, Gerald L. Manning and Barry L. Reece, Prentice Hall

### Evaluation and Grading:

	Dates	Weight
Chapter Exams	Various	6 at 100 pts = 600
Final	May 17	100 pts
	<u>Total</u>	<u>700 pts</u>

Course grades will be based on the total number of points obtained by an individual as a percent of total points possible. Additional points (up to 100) may be awarded at the end of the semester based on class participation. There is no extra credit work. Percentages are as follows: 90-100 A; 80-89 B; 70-79 C; 55-69 D; <55 F.

Policies and Procedures:

Failure to attend class on a regular basis will adversely affect your performance in this course. Plagiarism of any kind may result in a grade of "F" for the course. An absence without first notifying the instructor PRIOR TO THE ABSENCE constitutes an UNAUTHORIZED absence. THERE ARE NO MAKE-UP ASSIGNMENTS OR EXAMS FOR ANY UNAUTHORIZED ABSENCES. Last day to drop a course at Reedley College is Friday, March 10.

If a student notifies the instructor PRIOR to an exam and will not be able to take the exam at the scheduled date and time, arrangements for the student to take the exam at another date/time will be made. Required reading should be completed before the corresponding lecture/discussion. All grades are final unless an error in math has been made by the instructor. The instructor reserves the right to adjust the course outline, scoring, grading, and content as needed.

**COURSE OUTLINE**

Week 1	Jan 10 Introduction, Syllabus Assignment: Read Chapter 1 of Selling Today	Week 4	Jan 31 Chapter 4 Assignment: Review cases
	Jan 12 Chapter 1 and Case Studies Assignment: Read Chapter 2 and review all cases of Chapter 1 and 2		Feb 2 Chapter 4 continued; Cases Assignment: Review for exam
	Jan 14 Chapter 1 continued; Chapter 2 Assignment: None		<b>Feb 4 Exam covering Chapters 3 &amp; 4</b> Assignment: Read Chapter 5
Week 2	<b>Jan 17 Holiday</b> Assignment: None	Week 5	Feb 7 Review exam; Chapter 5 Assignment: None
	Jan 19 Chapter 2 continued; cases Assignment: Review for exam		Feb 9 Chapter 5 continued Assignment: Review cases
	<b>Jan 21 Exam covering Chapters 1 &amp; 2</b> Assignment: Read Chapter 3		Feb 11 Chapter 5 cases Assignment: Read Chapter 6
Week 3	Jan 24 Review exam; Chapter 3 Assignment: None	Week 6	Feb 14 Chapter 6 Assignment: Review cases
	Jan 26 Chapter 3 continued Assignment: Review Cases		Feb 16 Chapter 6 continued; Cases Assignment: Review for exam
	Jan 28 Chapter 3 cases Assignment: Read Chapter 4		<b>Feb 18 Holiday</b> Assignment: None

Week 7	Feb 21 Holiday Assignment: None	Week 13	Apr 3 Chapter 13 Assignment: None
	Feb 23 Exam covering Chapters 5 & 6 Assignment: Read Chapter 7		Apr 5 Chapter 13 continued Assignment: Review cases
	Feb 25 Review exam Assignment: None		Apr 7 Chapter 13 cases Assignment: Read Chapter 14
Week 8	Feb 28 Chapter 7 Assignment: None	Week 14	Apr 10 Chapter 14 Assignment: Review cases
	Mar 1 Chapter 7 continued Assignment: Review cases		Apr 12 Chapter 14 continued; cases Assignment: Review for exam
	Mar 3 Chapter 7 cases Assignment: Read Chapter 8		Apr 14 Exam covering Chapters 12,13,14 Assignment: Read Chapter 15
Week 9	Mar 6 Chapter 8 Assignment: Review cases	Week 15	<b>Spring Break</b>
	Mar 8 Chapter 8 continued; cases Assignment: Review for exam	Week 16	Apr 24 Review exam; Chapter 15 Assignment: None
	Mar 10 Exam covering Chapters 7 & 8 Assignment: Read Chapter 9		Apr 26 Chapter 15 continued Assignment: Review cases
Week 10	Mar 13 Review exam; Chapter 9 Assignment: None		Apr 28 Chapter 15 cases Assignment: Read Chapter 16
	Mar 15 Chapter 9 continued Assignment: Review cases	Week 17	May 1 Chapter 16 Assignment: None
	Mar 17 Chapter 9 cases Assignment: Read Chapter 10		May 3 Chapter 16 continued Assignment: Review cases
Week 11	Mar 20 Chapter 10 Assignment: Review cases		May 5 Chapter 16 cases Assignment: Read Chapter 17
	Mar 22 Chapter 10 continued; cases Assignment: Review for exam	Week 18	May 8 Chapter 17 Assignment: None
	Mar 24 Exam covering Chapters 9 & 10 Assignment: Read Chapter 12		May 10 Chapter 17 continued Assignment: Review cases
Week 12	Mar 27 Review exam; Chapter 12 Assignment: None		May 12 Chapter 17 cases Assignment: Study for Final
	Mar 29 Chapter 12 continued Assignment: Review cases	Week 19	<b>Final on Chapters 15,16,17 Wednesday, May 17 10:30 am -12:30 pm</b>
	Mar 31 Chapter 12 cases Assignment: Read Chapter 13		