***MKTG 11: Salesmanship***

***Course Syllabus: Spring 2013***

***Instructor: Mr. Eric Nasalroad***

***Contact Information for Mr. Nasalroad:***

***Office: Bus 40 / Phone: 638-3641 ext. 3266 / Office Hours: Posted on Office Door***

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**Course Title & Code #s: MKTG 11: Salesmanship**

**Course Code: 51026**

**Meeting Times/Location: Web: Blackboard @ no specific time each week**

**Course Description:** Behavioral science approach to personal selling. Emphasis on analysis of psychological aspects of consumer decision-making and consumer attitudes toward the salesman that affect success.

**Prerequisites:** None. Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

**Learning Objectives & Outcomes:**

**Upon completion of this course, students will be able to:**

* Identify the various career paths available to professional salespersons.
* Identify strategies for successful time management and organization in selling.
* Recognize and overcome customer objections by creating win-win situations for buyers and sellers.
* Identify and define elements of the purchasing process.
* Identify and define strategies for expanding customer relationships.

**Learning Methods & Course Activities:**

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| --- | --- |
| Lectures based on textbook materials  Required readings and class discussions | Problem solving  Internet Research |
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**Assessment:** Students completing all exams, assignments, and activities with a cumulative, average grade of "C" or better will be deemed as having achieved the course objectives previously stated. Different weights are given to each category before calculating overall grades.

**Textbook: SELL (3rd edition)– Cengage Publishing – Ingram/LaForge/Avila/Schwepker/Williams**

**Course Activities & Evaluations: Earned Percentage of Possible Points - Grade:**

Participation/Discussions 20% 90 - 100% A

Homework/Projects 20% 80 - 89% B

Quizzes & Exams 50% 70 - 79% C

Final 10% 60 - 69% D

< 60% F

**INTERNET & E-MAIL**

* Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library or at other computer labs on campus.
* **An email address is required for all students**.
* Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:
  + \*Use the subject line correctly. Each e-mail you send to me must include the following subject line:
  + **Course number, your first and last name, and the subject you are writing about**
  + *For example, if I was a student in BA 39 ( Finite Math), the subject line on my email would be as follows: BA 39 Eric Nasalroad Question about homework*
* Use the spell checker.Your e-mail messages represent you. Be accurate and be professional.
* Use proper grammar. Make a habit of constantly improving the way you communicate. Do not type in “text lingo.” People will judge you based on your ability to control the English language. Use every opportunity possible to practice doing things that will help you to succeed.
* Do not type in all capital letters.
  + That is the same as yelling.

Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

\*if your e-mail does not have the required information in the subject line, your email may not be read.

**BLACKBOARD**

* The website is:
  + [http://blackboard.reedleycollege.edu](http://blackboard.reedleycollege.edu/)
* The standard Blackboard login is:  
  **Username**: your student id number  (example: 0123456)  
  **Password**:  your student id number
* Blackboard help is available 24/7

The phone number is 1.866.401.7784

**GRADING**

* Your course grade will be based on the percentage of points (total earned / total possible), and **grades are weighted** based on type of assignment. You cannot simply divide the total points earned by the total points possible for the entire class. There will be a document in the Content section of Blackboard that explains how to calculate your overall grade if you need further help. Please see specific grading weights on page one of your course syllabus.

**ATTENDANCE & PARTICIPATION (online classes)**

* You are not expected to log on every day at a specific time. However, I may post extra credit assignments, announcements, assignment files, etc. so it is a good idea to get in the habit of logging into your Blackboard page for your course on a daily basis.
* Your attendance and participation will be graded based on the Discussion Board feature in Blackboard. You are required to post an original response to each discussion prompt by Wednesday at midnight each week. You are also required to post at least four “follow-up” responses to your classmates’ original postings (5 total posts for each topic) by Sunday at midnight. Please be thorough when you post, as menial posts may not be counted for credit.
* Discussion prompts will be posted weekly. Some weeks may only have one prompt, while others may have two or three.

**HOMEWORK, QUIZZES, & EXAMS**

* Homework assignments are a way for you to dig deeper into the course materials and prepare for the tests and exams. **Homework will not be accepted late**. You are welcome to turn in your homework early if you think you might miss class.
* **Please make sure to submit assignments in Microsoft Office compatible form. Assignments submitted in Word Perfect or other non-industry standard form will not be accepted. No make-ups will be given, so make sure you understand how to save files in .doc or .rtf formats.**
* If you are participating in school-sanctioned activities (sports, field trips, etc.) and find it necessary to miss class, it is your responsibility to make sure that all your work is turned in and tests/quizzes are taken prior to your departure. There will be no special dispensation for absences, homework & tests/quizzes missed.
* You will have a quiz for each chapter of the text. Each quiz will be 15 points. You will be given 15 minutes to complete each quiz. Please make sure to study before attempting each quiz.
* You will have a midterm and a final. The number of questions for each and the chapters covered will be determined on a class-by-class basis. More information will be given before you attempt each of these.
* Accommodations will be made for students with disabilities.

**Grades are final unless an error in math is found in the computation of your grade**

**Drop Policy:**

* If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

**Student Conduct:**

* As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
* Conduct standards are designed to perpetuate the college’s educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

\***Ethics**:

* You will notice that we will discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other).

**\*Accommodations for students with disabilities**:

* If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me, or the **DSPS office - ext 3332**  as soon as possible
* \*Please see the Reedley College catalog for clarification of issues and additional guidelines.

**General Guidelines for Online Classes:**

Discussion Boards: Each week, students will take part in discussions based on the topics covered in the text. In order to receive credit for discussion board topics, students must post an original response by Wednesday at midnight and must respond a minimum of four times to other students’ posts. In other words, students will post at least five responses (one of which is a response directly to the discussion prompt) for each discussion topic.

Quizzes & Exams: You’ll notice that there are time limits for taking quizzes and exams online. The time limits have been established to accurately assess a student who studies the material prior to completing the quiz/exam. Points will be taken from students who go over the time limit. This is to ensure that students do not have time to simply look up all answers in the text. Please make sure to be prepared **before** taking a quiz/exam.

Submitting Assignments: Assignments will be accepted only through the Blackboard system. Please submit assignments in the Assignments section of Blackboard. There should be a link to submit each individual assignment. **Do not use the Digital Drop Box. Do not e-mail your instructor assignments**. Neither will be accepted. Assignments will not be accepted late. **Make sure to label assignments correctly.** That means, use your first and last name in addition to the assignment title. Example: If I were submitting my Syllabus Hunt assignment for my BA 39 class, I would name the file:

Eric Nasalroad Syllabus Hunt

Points will be deducted from assignments that are not labeled correctly.

Course Resources: In general, students will be able to find resources needed for assignments and projects in the Content section of Blackboard. Students who have oral presentation requirements should have access to equipment and software for recording and uploading video. This can be as simple as a webcam with microphone. Other students may decide to use a digital camera (video) and upload video. Either way is adequate.

Grading: Although assignment grades are posted on Blackboard, calculations in Blackboard are not accurate with overall grades. Student grades are weighted by category. There is a document in the Resources section of Blackboard that explains how to calculate your current, overall grade.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.