

MKTG 11: Salesmanship | Course Syllabus

Reedley College

Course: MKTG-11-58900-2017FA

Salesmanship

Fall 2017

Instructor: Sarah Maokosy, MBA

Email: sarah.maokosy@reedleycollege.edu

Office: Virtual

Classroom: Online

Important Dates:

August 25	Last day to drop a Fall 2017 full-term class for full refund
August 25	Last day to register for a Fall 2017 full-term class in person
September 1	Last day to drop a Fall 2017 full-term class to avoid a “W” in person
September 3	Last day to drop a Fall 2017 full-term class to avoid a “W” on WebAdvisor
September 4	Labor Day Holiday (no classes held, campus closed)
September 8	Last day to change a Fall 2017 class to/from Pass/No-Pass grading basis
October 13	Last Day to drop a full-term class (letter grades assigned after this date)
November 10	Veterans Day observed (no classes held, campus open)
November 23-24	Thanksgiving holiday (no classes held, campus closed)
December 11-15	Fall 2017 final exams week
December 15	End of Fall 2017 semester

Required Reading

Text: SELL, 5th Edition

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Course Description:

The class focuses on systems used in the selling process. Emphasis is placed on analysis of psychological aspects of consumer decision-making and consumer attitudes toward the salesman that affect success.

Learning Outcomes:

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

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

Learning Objectives:

In the process of completing the course, students will:

- A. Read cases and evaluate plans of action.
- B. Complete written assignments.
- C. Use sales targets to calculate sales daily, weekly, monthly, quarterly, and yearly sales plans.
- D. Create a sales plan.
- E. Create a sales presentation.

Prerequisites

- Advisory - Eligibility for ENGL 125 Writing Skills for College
- Advisory - Eligibility for ENGL 126 Reading Skills for College
- Advisory - Eligibility for MATH 101

Learning Methods & Course Activities:

- Require Readings
- Class Discussions
- Problem solving
- Internet Research

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- Interviews with subject matter experts

Course Activities & Evaluations:

Earned Percentage of Possible Points - Grade:

Participation	18%	90 - 100%	A
Assignments	22%	80 - 89%	B
Exams	40%	70 - 79%	C
Final	20%	60 - 69%	D
		< 60%	F

Policies

Late Work

Late work will NOT be accepted. Clients won't keep working with you if you don't deliver on time, and this is a good chance to get used to delivering on time.

Extra Credit

Extra credit will be awarded to students who go above and beyond expectations.

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 AND the **DSPS office - ext 3332** as soon as possible.

Please see the Reedley College catalog for clarification of issues and additional guidelines.

Internet and E-mail access

- 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.**
If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (Gmail, Yahoo, etc.).
- Make sure your e-mail address is updated in the Canvas system. I use Canvas to send out information for the course including opportunities for extra credit and reminders about large assignments.

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- 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:
 1. *Use the subject line correctly. If your e-mail does not have the required information in the subject line, your email will not be read. Each e-mail you send to me must include the following subject line:
Course number, your first and last name, and the subject
For example, if I was a student in BA 39 (Finite Math), the subject line on my email would be as follows: BA 39 Sarah Maokosy Question about homework
 2. Use the spell and grammar checker.
 - a. Your e-mail messages represent you. Be accurate and be professional.
 3. Use proper grammar.
 - a. Make a habit of constantly improving the way you communicate.
 4. Do not type in all capital letters. This 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.

Canvas

ALL assignments are to be turned in via Canvas. Assignments e-mailed to the Instructor or submitted on paper will **NOT** be accepted.

The website is: <http://sccd.instructure.com>

- The standard Canvas login is:

Username: Your 7-digit student ID number.

Password: If you have not previously changed your password, it is:

First name initial (upper case) + *last name initial* (lowercase) + *date of birth* (mmddyy)

Example: John Smith born on July 9th of 1988 Password =Js070988

If you do not know your password and need assistance: (559) 499-6070

Cancelled class notification

If class is cancelled, students will be notified via a Canvas announcement. These announcements will also be e-mailed to your SCCCD e-mail address.

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.

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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.

Ethics in the classroom:

- You will notice that we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other). All assignments will be checked using Turnitin.com, and plagiarism will earn an automatic 0 for the assignment. More than one incident of plagiarism per student will be cause for being dropped from the course.

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