

# MKTG 11: Salesmanship | Course Syllabus

Reedley College

**Course:** MKTG-11-55042-2019FA: Salesmanship

Fall 2019

**Instructor:** Andrew Shinn, MBA

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**Office:** Virtual

**Text:** (559) 744-3740

**Classroom:** Online

**Meeting times:** Virtual meetings TBA

**Important Dates:** August 12 (Beginning of semester), August 23 (Last day to drop), December 9-13 (Final Exams), December 13 (End of Semester)

**Holidays:** September 2 (Labor Day), November 11 (Veteran's Day), November 28 (Thanksgiving), November 29 (Campus Closed for Thanksgiving)

## Required Text:

**SELL, 6th Edition (a new copy)**

**MUST** be new to include the Printed Access Card for SELL6 Online MindTap

ISBN-13: 978-1337408004: <https://amzn.to/2YDA0lj>

## Course Description

This class focuses on the 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 salespersons.
- 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 this 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

# MKTG 11: Salesmanship | Course Syllabus

*Reedley College*

- D. Create a sales plan
- E. Create a sales presentation

## **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. Each assignment and discussion post will be graded according to three criteria: writing quality, thoughtfulness, and application of concepts from the text.

## **Grading**

Course Activities & Evaluations:	Earned Percentage of Possible Points - Grade:		
Participation/Discussions	25%	90 - 100%	A
Homework Assignments	25%	80 - 89%	B
Quizzes & Exams	40%	70 - 79%	C
Final	10%	60 - 69%	D
		< 60%	F

# **MKTG 11: Salesmanship | Course Syllabus**

*Reedley College*

## **Prerequisites**

- Advisory - Eligibility for ENGL 125 Writing Skills for College
- Advisory - Eligibility for ENGL 126 Reading Skills for College
- Advisory - Eligibility for MATH 201

## **Learning Methods & Course Activities:**

- Required readings
- Class discussions
- Problem solving
- Internet Research
- Interviews with subject matter experts

## **Computer Requirements**

For this course, you'll need a computer that can access the internet, and a web browser with which you can view Canvas. You'll also need:

- Speakers capable of listening to audio
- Broadband internet access

## **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 for work that goes above and beyond normal expectations. Anyone who does his or her work with excellence in a way that impresses the instructor may find himself or herself with extra credit. Except for extreme cases, extra credit projects aren't assigned to make up for other work that should have been done.

# MKTG 11: Salesmanship | Course Syllabus

Reedley College

## 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.
- 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. Before you e-mail me, post a question on the Course Questions discussion board. If you don't hear from me there within 48 hours or your question pertains to confidential information, follow the steps below.
  2. \*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 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 Andrew Shinn Question about homework*
  3. Use the spell checker.
    - a. Your e-mail messages represent you. Be accurate and be professional.
  4. Use proper grammar.
    - a. Make a habit of constantly improving the way you communicate.
  5. 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.

# MKTG 11: Salesmanship | Course Syllabus

Reedley College

## 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://scccd.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

## Attendance and Participation

Generally, there will be no weekly attendance requirement. There are a few exceptions to this:

- You must log on to the course in Canvas by Thursday, August 15, 2019 at 12pm. If you have not logged in by this point (according to Canvas's access logs), you'll be dropped you from the course.

## 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 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.