

MKTG 320
CRN 82161
Section 1
Personal Selling
Fall 2006

Monday-Wednesday-Friday 12:30-1:20, Room 347 B&E

Instructor	Dr. Andy Wood
Telephone	293-7958
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Office	204 B&E
Office Hours	M-W-F 9:30-11:30 and by appointment

COURSE OBJECTIVES AND LEARNING OUTCOMES:

Upon completion of this course, the student will be able to:

1. Explain why in the global economy the sales force is strategic to some firms' success.
2. Understand and describe ethics and trust in the personal selling process.
3. Explain the role of personal selling from both theoretical and experiential perspective.
4. Identify and Implement Sales actions plan related to a specific product and/or service.
5. Integrate sales automation into the sales process.
6. Develop a time and territory plan.

COURSE PREREQUISITES:

Admission into the College of Business and Economics, Prerequisite: BCOR350.

REQUIRED MATERIALS:

Text book

Professional Selling: A Trust-Based Approach by Ingram, LaForge, Avila, Schwegker Jr., and Williams
Thompson Southwestern, 2006
ISBN: 9780324321036

RECOMMENDED MATERIALS:

1. Wall Street Journal

COURSE ACTIVITIES: (as included in the course) Note any points/grades assigned to these assignments are include in Determination of Grade Section

Oral presentations
Writing assignments

REGULARLY SCHEDULED QUIZZES:

You will have several opportunities to demonstrate your participation through various in class activities. These will be short activities designed to demonstrate your participation, preparation of cases, and that you are keeping up with the readings.

If you miss an activity, you will receive a zero (0) for that activity. THERE ARE NO MAKE-UPS.

ATTENDANCE:

First, I do not intend to keep a daily role but attendance is mandatory and does affect your ability to pass this course. Take responsibility for yourself. Some material presented in class is simply not in the book. It is the result of over 20 years experience in marketing organizations. So, be in class or you miss the learning – and you will probably need that learning for the examinations. If you have to be absent and you are going to trust someone else's notes, pick an 'A' student.

In business, I have developed an excellent memory for faces – this semester it should include yours. Do not miss a high percentage of classes, make a bad grade or two and then approach me asking for extra credit projects and/or a break. You will get neither. It is best if you thoroughly understand the material before you come to class. That way you will understand the class discussion.

LATE ASSIGNMENTS:

Unless arranged with me ahead of time, there are NO make-up tests, quizzes or exercises. You have my telephone number. You have my email address. Ahead of time means that we talk or I respond to your email. Leaving word 10 minutes ahead of a test and me not responding because I am on my way to the classroom does not mean that we have an arrangement. If you arrive late for a test, you will only have the remaining minutes for the test. That means if a 50-question test is scheduled that I have allotted 50 minutes for and you arrive 30 minutes late, you will have 20 minutes to complete the 50-question test.

DETERMINATION OF GRADE:

Class Participation (Subjective evaluation of participation, preparation & conduct)	100 points
Mid-term	100 points
Final	100 points
Instructor evaluation of 3 presentations	150 points
Homework (3 assignments 50 points ea.)	<u>150 points</u>
Total Possible	600 points

TOTAL POINTS OUT OF 600	GRADE
600-540	A
539-480	B
479-420	C
419-360	D
359-0	F

ACADEMIC DISHONESTY:

All university and college regulations concerning withdrawal and academic honesty will apply. I expect students to recognize and uphold standards of intellectual and academic integrity. The university assumes as a basic and minimum standard of conduct in academic matters that students be honest and that they submit for credit only the products of their own efforts. Students should be familiar with the university's policy on issues such as plagiarism, unauthorized collaboration, falsification, and multiple submissions. Failure to follow the university guidelines can lead to a failing grade for this course. Lack of knowledge of this policy, as outlined in the Student handbook, The Mountie, is not an acceptable defense to any charge of academic dishonesty. This instructor takes this issue very seriously and will not tolerate academic dishonesty.

GENERAL COMMENTS:

Keys to Success in this course:

Read the material before class. Understand there are 5 components to your evaluation. First is a mid-term. You succeed by reading the assigned material. In the middle of the semester is the simulation. You can do very well on your written assignments if you follow the course outline. The simulation is challenging and success involves meticulous planning, flawless execution, and a little luck. Your performance will be evaluated for both the 1st half and then for improvement in the 2nd half. A disastrous start can be improved upon in the 2nd half. Also, your team members will evaluate your participation in the simulation. The final exam is much like the mid-term but the emphasis is on the in class discussions and learning from the simulation. Please note, you will be held responsible for material in the text so do a bit of reading well in advance of the tests – for your own sake. In addition, it is assumed you are computer literate. At a minimum you need working knowledge of basic e-mail, Word and Excel.

Go on-line You have two on-line resources. First is VISTA. Before the class meeting on Monday, August 29, 2006 go to [Vista](#) and follow the links to this course. You must let me know if you have trouble gaining access. You will be able to view and download lecture notes and other materials that go with this course. You will be able to receive your grades. They will be updated every other week. Second, you have the textbook's website with personal selling resources, internet exercises, and practice tests at: [Professional Selling](#).

SOCIAL JUSTICE:

West Virginia University is committed to social justice. I concur with that commitment and expect to maintain a positive learning environment based upon open communication, mutual respect, and non-discrimination. Our University does not discriminate on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color, or national origin. Any suggestions as to how to further such a positive and open environment in this class will be appreciated and given serious consideration.

If you are a person with a disability and anticipate needing any type of accommodation in order to participate in this class, please advise me and make appropriate arrangements with Disability Services (293-6700).

NOTE: The instructor reserves the right to change this syllabus as time and circumstances dictate. Necessary changes will be announced in class in advance when possible.

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TENTATIVE SCHEDULE OF EVENTS

Topics for Class Meetings (Detailed descriptions of the lectures are on VISTA)

Monday, August 21, 2005	Course Introduction and Description of Class Evaluation
Wednesday, August 23, 2005	Introduction to Teaching Methodology
Friday, August 25, 2005	No Class
Monday, August 28, 2005	Description of In-class Assignments & Homework Assignments & The 2 Minute Introduction
Wednesday, August 30, 2005	Module 1: pages 1 through 7
Friday, September 1, 2005	Module 1: pages 7-16 & Appendix A, (Assignment 1 Ex. 1.2 due midnight Tuesday Sept. 5)
Wednesday, September 6, 2005	Go over 2 minute introductions (Handout)
Friday, September 8, 2005	Discuss Exercise 1.2
Monday, September 11, 2005	Presentations of 2 minute introductions
Wednesday, September 13, 2005	Presentations of 2 minute introductions
Friday, September 15, 2005	Finish introductions and debrief on 1 st set of introductions
Monday, September 18, 2005	Module 2: What is trust? What is trustworthiness?
Wednesday, September 20, 2005	Module 2: Trust and Ethics in the Global Environment
Friday, September 22, 2005	Module 4: Communications
Monday, September 25, 2005	Module 4: Communications and Trust
Wednesday, September 27, 2005	Module 3: Understanding Buyers
Friday, September 29, 2005	Module 3: Understanding Buyers
Monday October 2, 2005	Module 9: Know your product (Assignment 2 Ex. A.4 due midnight Wednesday Oct 11)
Wednesday, October 4, 2005	Module 9: Know your product and customer
Friday, October 6, 2005	Review for mid-term
Monday, October 9, 2005	MID-TERM EXAM

Wednesday, October 11, 2005	Review of Mid-term
Friday, October 13, 2005	Review Assignment 2
Monday, October 16, 2005	Module 5: Why salespeople look for new customers
Wednesday, October 18, 2005	Module 5: How salespeople locate & qualify new customers
Friday, October 20, 2005	Assignment 3: Creating your own prospect list (Assignment due midnight Sunday Nov 4)
Monday, October 23, 2005	Module 6: Planning the Presentation
Wednesday, October 25, 2005	2 nd Presentation of 2 minute Introduction
Friday, October 27, 2005	2 nd Presentation of 2 minute Introduction (LAST DAY TO DROP CLASSES)
Monday, October 30, 2005	2 nd Presentation of 2 minute Introduction
Wednesday, November 1, 2005	No Class work on prospect list
Friday, November 3, 2005	No Class (Decisions Due Midnight Nov 4)
Monday, November 5, 2005	Module 6: Review the Presentation
Wednesday, November 7, 2005	Module 7: Sales Presentations
Friday, November 10, 2005	Module 8: Tools for Sales Presentations & Demonstrations
Monday, November 13, 2005	Module 8: Objections
Wednesday, November 15, 2005	Module 8: Listening
Friday, November 17, 2005	Module 8: Closing
Monday, November 20, 2005	THANKSGIVING BREAK
Wednesday, November 22, 2005	THANKSGIVING BREAK
Friday, November 24, 2005	THANKSGIVING BREAK
Monday, November 27, 2005	Final 2 minute Introduction with 2 follow-up questions
Wednesday, November 29, 2005	Final 2 minute Introduction with 2 follow-up questions
Friday, December 1, 2005	Global Environment of Sales
Monday, December 4, 2005	Module 10 Sales Efficiency
Wednesday, December 6, 2005	Module 10 Sales Territory
Friday, December 8, 2005	Review or Make-up day
Final Exam Monday, December 11, 2006 3:00 PM to 5:00 PM	

THIS SCHEDULE IS SUBJECT TO CHANGE AT THE INSTRUCTORS DISCRETION