

**Personal Selling
MKT 4461 TDWA
Fall Semester 2007**

Instructor:	Stephen C. Garrott, Ph.D.
Course Prerequisites:	Principles of Marketing MKT 3361
Office Hours:	10:00 AM to 12:00 Monday, Wednesday 4:30 PM - 5:30 PM Wednesday 9:00 AM - 10:00 AM Tuesday and Wednesday 2:15 PM to 3:00 Tuesday and Thursday* *Hours also available by appointment
Office Location:	234 Bibb Graves Hall
Office Telephone:	334-670-3151 334-670-3459 Secretary 334-670-3599 FAX
Email:	sgarrott@troy.edu (office) sgarrott@troycable.net (home)
Time of Class:	10:00 - 11:15 AM (T-Th)
Class Location:	Bibb Graves 221
Course Description:	An applied course that introduces the economic, psychological, and social aspects of personal selling, direct selling techniques, and the sales process with emphasis on building customer relationships.
Purpose:	To provide familiarity with the fundamental concepts and practices involved in implementing the personal selling function in the professional community. BABA/BSBA marketing major specified elective.
Course Objectives:	Upon completion of the course the student should be able to: <ul style="list-style-type: none">• discuss the importance of the sales function to the organization's success• list and describe the career opportunities in industrial, commercial, and retail selling• identify the functions, rewards, and skills required of the professional sales person• enact a successful sales presentation
Text:	<u>Fundamentals of Selling 10th Edition</u> , Charles M. Futrell, McGraw-Hill/Irwin, 2008. ISBN #979-0-07-340469-1
Other Materials:	Students are encouraged to read Business Week and/or Fortune regular (subscriptions are optional). It is imperative as a student in marketing that you stay absolutely current with the fast changing events in your field. This is especially true for sales students as industry trends, new products, and company profiles are address in these publications.

Grading Methods:	2 Exams (mid-term and final)	65% of final grade
	Sales presentation	30% of final grade
	Class preparation and Participation	5% of final grade

Grading scale:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

Exam Policy:

Exams must be taken during the class period for which they are scheduled, unless you have made arrangements IN ADVANCE to take the exam at some other time. Failure to do so may result in forfeiting the opportunity to take the exam. The exams are designed to be taken in a normal class period. The student will NOT be allowed to leave the room during the exam period except in an emergency situation. Leaving the room signals to the instructor that the student has completed the exam.

The date for the first exam will be announced at least on week prior to the exam date. The date of the final exam is discussed in a following section.

Note: NO final exams will be given early so be knowledgeable final exam schedule and plan end of semester travel plans accordingly.

Quiz Policy:

Quizzes administered during the course will NOT be announced and there will be NO make-ups. The quizzes will serve as bonus points and will be added to each exam constituting the scale for that exam.

Class Procedure and Requirements:

Students are expected to read the chapters prior to the class as designated in advance. Students are expected to actively participate in class discussion in an orderly and judicial manner (i.e. discussion based on your reading and preparation and not just whimsical conjecture). Please note: A student will not pass this class by simply attending class. Examinations, quizzes, and the sales project will be the criteria for grades.

The class format is lecture with active interaction with the class members and the student presentations. Students are encouraged to respond to questions and or/problems when called upon. Inability to do so will impact the participation grade. Read the chapters ahead of

class, keep with the class materials and notes from the lectures and discussion, and put in the appropriate time preparing for the exams.

Personal note: If you do this--SUCCESS IS YOURS!

Course Content:

Part I--Selling As a Profession

1. Life, Times, and Career of the Professional Salesperson
2. Relationship Marketing: Where Personal Selling Fits In
3. Ethics First....Then Customer Relationships

Part II--Preparation for Relationship Selling

4. The Psychology of Selling: Why People Buy
5. Communication for Relationship Building: It's Not All Talk
6. Sales Knowledge: Customers, Products, Technologies

Exam I

Part III--The Relationship Selling Process

7. Prospecting--The Lifeblood of Selling
8. Planning the Sales Call Is a Must
9. Carefully Select Which Sales Presentation Method to Use
10. Begin Your Presentation Strategically
11. Elements of a Great Sales Presentation
12. Welcome Your Prospect's Objectives
13. Closing Begins the Relationship
14. *Service and Follow-Up for Customer Retention

*Chapter will not be covered in class--Read on your own!

Exam II (final)

Classroom Administration:

Students are expected to:

1. Punctually attend all scheduled classes.
2. Tardiness is a bad habit to get into and will not be tolerated in excess by the instructor. The class will begin at the scheduled start time and will never exceed the scheduled end time. It is rude to the instructor and the rest of the class when someone is late--especially on a regular basis. If you find yourself more than 10 minutes late, it would be in your best interest to just go back home (or wherever you prefer) as you will be considered absent anyway. Excessive tardiness will be considered as a negative in the "class participation" component of the grading.
3. Be responsible for all instructions and assignments given in class as well as for the supporting textbook content.
4. Read the textbook material before the lecture covering that material. This leads to a better understanding of the lecture as well as the opportunity to ask questions about material(s) in the text or review concepts/elements that were unclear or that the student did not understand.
5. Hand in assignments on the assigned due date.
6. Don't bring food, tobacco products, nor drinks into the class during lectures or presentations (this also a COMMON COURTESY!).
7. Exams, except the final, will be **temporarily** returned to be allowed to be reviewed. If a student needs to spend more time reviewing or questioning the grading of the exam, he/she may see the professor during office hours.

5. Personal situations that are approved by the professor in advance of the time the student is to be absent.

Dates to Remember:	First day of class	August 15
	Last day to drop without financial penalty	August 19
	Fall Break	Oct. 8 - 14
	Last day to drop without academic penalty	October 19
	Homecoming	October 20
	Early spring registration	Nov. 5-8
	Veterans Day (campus closed)	November 9
	Classes end	December 4
	Dead day	December 5
	Final exam for this course	December 6
		(5:00 - 7:00 PM)
	Last day of fall semester	December 12
	Commencement	December 14
	My birthday	July 1

Electronic Devices: All cell phones are to be TURNED OFF during the class. If they are in “silent” or “vibrate” mode, they are NOT to be taken out of your purse or pocket to be checked periodically. If your phone goes off in class, you will be asked to leave the room for the day and an unexcused absence will be charged-- THIS IS JUST COMMON CURTESY TO THE INSTRUCTOR AND THE OTHER MEMBERS OF THE CLASS! None of us are so important that we cannot be out of touch during the official class period time.

Cell phones may NOT be used as calculators during an exam. Other electronic devices such as translators, Palm Pilots, Blackberries, etc. are also prohibited from use during an exam. The use of book form dictionaries, language translations, etc. during an exam is permitted with the prior approval of the instructor.

Incomplete Work Policy: Any incomplete work at the end of the term will not be accepted unless the student can provide acceptable and clear documentation as to why the assigned work was not submitted prior to the grades being forwarded to the Registrar.

Cheating Policy: If you are caught cheating, you will get a course grade of "F". See AORACLE: Student Handbook, 1998-1999" pp. 56-57. Plagiarism is the act of stealing and passing off (the ideas or words of another) as one's own or to commit literary theft: present as new and original an idea or product derived from an existing source (Webster's New Collegiate Dictionary). Plagiarism will cause a student to get a course grade of "F". According to the *TSU ORACLE: Student Handbook, 1998-99*, pp. 52, one definition of misconduct is: "Dishonesty, such as cheating, plagiarism...". The *ORACLE* states on pp. 56 under the Academic Code sub-heading that: "A student is subject to disciplinary action: #3. Where the work affects or might affect a student's grade, credit, or status in the university, a student represents to be his or her own any work which is not the product of his or her own study and efforts". The penalty for such misconduct may be (pp. 56) "A student's

grade in the course or on the examination affected by the misconduct may be reduced to any extent, including a reduction to failure.” A student may be suspended from the University for a specific or an indefinite period.≡ p. 56-57.

Additional Services:

AMERICANS WITH DISABILITIES ACT: Any student whose disabilities fall within ADA must inform the instructor at the beginning of the term of any special needs or equipment necessary to accomplish the requirements for this course. Students who have or may be dealing with a disability or learning difficulty should speak with the instructor, contact the Office of Adaptive Needs Program (Trojan Center, 215), or call 670-3221. Various accommodations are available through the Adaptive Needs Program. The faculty in the School of Business makes every effort to accommodate unique and special needs of students with respect to speech, hearing, vision, seating, or other possible disabling conditions. Please notify the instructor as soon as possible of requested accommodations or ways to help.

Course Contract

I have read and fully understand the course requirements, policies, procedures of Marketing 4461 as articulated in the course syllabus.

Student: _____
(print name) (signature)

Date: _____

Print this form from your syllabus and return it to Dr. Garrott no later than August 23, 2007.

Note: Turning in this form by the date above (or before) will result in a 2 point bonus. Any form not received by August 27 will result in a 2 point deduction.