

Marketing 304.02 - Professional Selling
Spring 2007
TTH from Noon – 1:15 in BAK B54

Professor

Dr. Mark Johlke

Office: Baker 406

Office Phone: 677-3947

e-mail: mjohlke@bradley.edu

Office Hours: TTH from 10:00 – 11:30 am and by appointment.

Course Objective

The primary objective of this course is for students to become familiar with and practiced in the professional sales process. We will use class discussion and assignments as well as student role plays to meet this objective.

Required Course Materials

- Course Packet - available on Blackboard or you can bring me a CD and I will make you a copy
- One blank DVD+RW disk upon which to record your graded role plays

Some Assumptions

Personal selling refers to a representative of a business organization directly interacting with customers in order to influence the customer's purchase decision making. As personal selling is one of the top entry-level positions for marketing careers and an important part of most firm's marketing efforts, it is important for all business students to understand the role of personal selling. In this course, we will explore selling's role in the modern firm so that each student will develop an appreciation for and understanding of the basic concepts and practices of personal selling. Time constraints will prevent us from completely discussing every concept during class time, so in order to fully benefit from our class discussion and activities students will need to have studied the relevant course materials before coming to class and to ask questions about material they do not understand. I will assume that every student is familiar with the materials for that day's class and is otherwise fully prepared and at my discretion I will freely call upon students to contribute to our class discussion.

Classroom Behavior

The Foster College of Business is a professional school providing education and training for careers in the business world and the proper classroom climate will assist students to develop the habits that will contribute to their career success. Therefore, these policies that promote and maintain a professional atmosphere and an appropriate learning environment will be followed. Students will:

- attend all scheduled class meetings, arrive on time and refrain from leaving until dismissed,
- turn off cell phones, pagers, etc. upon entering the classroom,
- minimize non-class related conversations,
- refrain from reading or working upon any non-class related materials,
- refrain from sleeping in class, and
- conduct themselves in a courteous and professional manner at all times.

Grading

Student Role Plays

Students will prepare and conduct three personal selling role plays of approximately 7, 15, and 20 minutes, respectively. The instruction sheets for all role plays are found in the Course Packet. I suggest that students review these instructions before we discuss them in class and that after we do so they pair-up with a classmate and practice the applicable steps of the sales process.

Note: due to the large number of students using the Sales Lab this semester, role plays will be conducted during both class and non-class times (e.g., Thursday evening, Friday afternoons and/or evenings).

Quizzes

We will have eight quizzes (using some combination of fill-in-the-blank/short answer/listing formats) based upon information in the Course Packet. Students are free to use one side of a 3-by-5 index card handwritten with any information they wish during the quiz, and this card must be turned in with the quiz. Students will have 1 minute per question to complete each quiz (e.g., students will have five minutes to complete a five question quiz, 10 minutes to complete a 10 question quiz, etc.).

Homework Assignments

Students will complete eight homework assignments, the instructions for which can be found in the Course Packet. The purpose of the homework assignments is for students to develop a deeper understanding of some aspect of the day's material. I will assume that students have prepared by studying the course materials and homework assignment before arriving for class. Several of these assignments cannot be properly completed during class time, so student groups should anticipate meeting outside of class time to finish the assignment. Students are free (and strongly encouraged) to use any additional resources they wish to complete the assignment.

Each group is responsible for preparing a formal, printed response to the assignment (including a cover sheet with the assignment number and group members' names). Group members who did not contribute towards completing the assignment should not be listed on the cover sheet, and all students listed will receive the same grade. Students who, for whatever reason, do not attend class on days we work on homework assignments can individually complete the assignment by its regular due date and time. Homework assignments will be penalized two letter grades for each day or portion of a day (i.e., one second – 24 hours, 24 hours and 1 second – 48 hours) that it is late.

Class days involving homework assignments will proceed something like this:

- Noon – 12:30 I will review the day's materials, answer any student questions, and then randomly assign students to groups.
- 12:30 – 1:00 Student groups will independently work on the day's assignment. I will be freely available to answer questions and offer any guidance and help students may wish.
- 1:00 – 1:15 All students will meet back in the classroom and I will ask for volunteers or choose groups to present and discuss their first draft of the assignment. I will also answer questions and provide feedback to help students successfully complete the assignment before it is due.

Class Attendance

Students are expected to attend all classes and their attendance will be recorded every day, beginning on Tuesday, January 30. Students who arrive late for class will be noted as “late” and two late arrivals will count as one absence. Since BU does not recognize any “excused” absences, all absences (regardless of their reason) will be counted. The **sole** exceptions to this policy are if the student is involved in either a university or job interview-related activity and only if I am informed at least one week in advance, have approved the absence, and that the student provides me with proper documentation.

The Sales Career Expo will be held on Tuesday, Feb. 6 from 6:30-8:00 pm in the Michel Student Center. All students enrolled in this class are required to attend and meet with every firm present, but any student in a regularly scheduled Tuesday night class will be excused by simply bringing me a copy of their semester schedule. Students who arrive by 6:30 pm, are professionally dressed, meet with every firm, and then give me a legible photocopy of their Bradley ID card with their class number (i.e., Mtg. 304) printed on it will have an extra 10 points added to their score on Role Play 1.

Bonus Points

Bonus points are available to students who have completed all assignments and who have one absence or less but whose point total at the end of the semester is within 10 points of the next highest letter grade. These students will automatically receive enough bonus points to raise their final course grade to that higher level (note that every semester several students raise their course grade this way).

Students will earn points in the following manner:

Role Play 1	80 points (10%)
Eight quizzes @ 20 points each	160 points (20%)
Eight homework assignments @ 20 points each	160 points (20%)
Role Play 2	200 points (25%)
Role Play 3	200 points (25%)
Total	800 points (100%)

Student’s final course grades will be determined as follows:

A	720 - 800 points
B	640 – 719 points
C	560 – 639 points
D	480 – 559 points
F	479 points or fewer

TENTATIVE CLASS SCHEDULE

Part 1 – The Nature of Professional Selling

Thursday, Jan. 25 Introduction to Class
Tuesday, Jan. 30 Review of Real Basic Ideas and the Selling Process; discuss RP 1

Part 2 – Prospecting, Approach, and Need Discovery

Thursday, Feb. 1 **Quiz 1**, Prospecting, **HW 1**, **Northwestern Mutual @ 1 pm**
Tuesday, Feb. 6 **Quiz 2**, The Approach, **HW 2**, **Tina Pelensky w/PHH Arval @ 1 pm**,
Sales Career Expo, 6:30 – 8 pm, **Michel Student Center**
Wed., Feb. 7 **Spring Career Fair, 11-4 pm**, **Michel Student Center**
Thursday, Feb. 8 **Quiz 3**, The Approach, Need Discovery, discuss RP 1 & 2,
Tuesday, Feb. 13 **Quiz 4**, Need Discovery, RP 2 video, **HW 3**
Thursday, Feb. 15 **HW 4**, RP 1 comments and instructions
Tuesday, Feb. 20 Role Play 1
Thursday, Feb. 22 Role Play 1
Thursday, Feb. 22 **Role Play 1 from 5-7 pm**
Tuesday, Feb. 27 Review RP 1, discuss RP 2 and HW5
Thursday, March 1 Role Play 2
Friday, March 2 **Role Play 2 from 2-5 pm**
Tuesday, March 6 Role Play 2
Thursday, March 8 Role Play 2
Friday, March 9 **Role Play 2 from 5:30-8 pm**
Tuesday, March 13 Class review of RP 2 and discuss RP 3, **HW 5**
Thursday, March 15 No class – students individually review their RP 2

Part 3 – Presenting, Handling Objections, Negotiating, and Closing

Tuesday, March 27 The Presentation
Thursday, March 29 No class – students individually work on their sales presentation
Tuesday, April 3 **Quiz 5**; Handling Questions & Objections, RP 3 video
Thursday, April 5 Handling Questions & Objections; **HW 6**
Tuesday, April 10 **Quiz 6**; Negotiating; Video: “Secrets of Negotiating Profitable Sales”
Thursday, April 12 **Quiz 7**; Closing
Tuesday, April 17 **Quiz 8**; Closing; **HW 7**
Thursday, April 19 **HW 8**, RP 3 comments and instructions
Friday, April 20 **Role Play 3 from 2-3:30 pm**
Tuesday, April 24 Role Play 3
Thursday, April 26 Role Play 3
Friday, April 27 **Role Play 3 from 4:30-6 pm**
Tuesday, May 1 Role Play 3
Thursday, May 3 Role Play 3
Friday, May 4 **Role Play 3 from 2-3:30 pm**
Tuesday, May 8 Role Play 3

Wed. May 16 Complete course evaluations, my comments and feedback,
@ 10 am return any remaining graded assignments, announce “Top
Salesperson” for the semester.