



## MGMT 2205 Service Sector Management

### COURSE SYLLABUS

### Online Asynchronous

### Fall Semester 2022

Course Taught Fully Online Asynchronously (does not require students to be online at specific dates/times.)  
Proctored Event is required.

#### COURSE INFORMATION

Credit Hours/Minutes: 3/2250

Campus/Class Location: Georgia Virtual Technical Connection (GVTC)/Blackboard

Class Meets: Via Internet for 15 weeks

Course Reference Number (CRN): 20010

Preferred Method of Contact: [Tina Jernigan tjernigan@southeasterntech.edu](mailto:tjernigan@southeasterntech.edu)

#### INSTRUCTOR CONTACT INFORMATION

Instructor Name: Tina Jernigan

Campus/Office Location: Vidalia/Gillis Building Office 807

Office Hours: 9:00-11:30 a.m. Monday-Thursday. Contact instructor to make an appointment

Email Address: [Tina Jernigan tjernigan@southeasterntech.edu](mailto:tjernigan@southeasterntech.edu).

Phone: (912) 538-3123

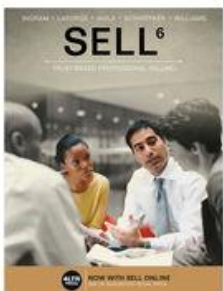
Fax Number: (912) 538-3106

#### SOUTHEASTERN TECHNICAL COLLEGE (STC) CATALOG AND HANDBOOK

Students are responsible for all policies and procedures and all other information included in Southeastern Technical College's [Catalog and Handbook \(https://catalog.southeasterntech.edu/\)](https://catalog.southeasterntech.edu/).

#### REQUIRED TEXT

No physical textbook is required. Student can access the e-book which is included in the MindTap course or request a physical book from Cengage. Students will need to purchase a Cengage Unlimited Subscription Access Code in the STC bookstore. Students may purchase a 4-month, 1-year, or 2-year code. **\*\*If you already have a Cengage Code and been using it for classes, you do NOT have to purchase another one unless you need to and/or it has expired.**



## REQUIRED SUPPLIES & SOFTWARE

Students will be required to complete weekly “book” assignments in MindTap. There will be a variety of assignments to complete. Students must have MindTap to successfully complete this course. The MindTap links are now linked in your individual blackboard courses.

Note: Although students can use their smart phones and tablets to access their online course(s), exams, discussions, assignments, and other graded activities should be performed on a personal computer. Neither Blackboard nor GVTC provide technical support for issues relating to the use of a smart phone or tablet so students are advised to not rely on these devices to take an online course.

Students should not share login credentials with others and should change passwords periodically to maintain security.

## COURSE DESCRIPTION

This course focuses on supervision in the service sector with special emphasis on team building, quality management, and developing customer focus. The challenge of providing world-class service is addressed through sections on principles of service industry supervision, career development, problem solving, stress management, and conflict resolution.

## MAJOR COURSE COMPETENCIES

Topics include: principles of service industry supervision, team building, customer service operations, TQM in a service environment, business software applications, communication in the service sector, introduction to information systems, selling principles and sales management, retail management, and legal issues in the service sector.

## PREREQUISITE(S)

None

## COURSE OUTLINE

1. Principles of Service Industry Supervision-Team Building
2. Communication in the Service Sector
3. TQM in a Service Environment
4. Customer Service Operations
5. Retail Management
6. Selling Principles and Sales Management
7. Business Software Applications
8. Introduction to Information Systems
9. Legal Issues in the Service Sector

## GENERAL EDUCATION CORE COMPETENCIES

Southeastern Technical College (STC) has identified the following general education core competencies that graduates will attain:

1. The ability to utilize standard written English.
2. The ability to solve practical mathematical problems.
3. The ability to read, analyze, and interpret information.

## STUDENT REQUIREMENTS (ONLINE)

Assigned work for this course will be completed in MindTap. A grade of zero will be assigned for any work not submitted. No make-up or late work is allowed for this class. **All tests and assignments are due at 11:59 p.m. on Monday of each week.** Students are expected to communicate frequently through college email and discussion boards. College email and other STC resources can be accessed from the mySTC tab on STC's Website. Email can be accessed in the menu of your Blackboard course.

## COVID-19 MASK REQUIREMENT

Regardless of vaccination status, students are highly encouraged to wear masks or face coverings while in a classroom or lab at Southeastern Technical College. Masking may be implemented in some program areas (i.e. Health Sciences and Cosmetology) where students, faculty, and clients are in close proximity and social distancing cannot be maintained. This measure is being implemented to reduce COVID-19 related health risks for everyone engaged in the educational process. Masks or face coverings must be worn over the nose and mouth, in accordance with the Centers for Disease Control and Prevention (CDC).

## COVID-19 SIGNS AND SYMPTOMS

We encourage individuals to monitor for the signs and symptoms of COVID-19 prior to coming on campus. If you have experienced the symptoms listed below or have a body temperature 100.4°F or higher, we encourage you to self-quarantine at home and contact a primary care physician's office, local urgent care facility, or health department for further direction. Please notify your instructor(s) by email and do not come on campus for any reason.

<b>COVID-19 Key Symptoms</b>
Fever or felt feverish
Chills
Shortness of breath or difficulty breathing (not attributed to any other health condition)
Fatigue
Muscle or body aches
Headache
New loss of taste or smell
Sore throat (not attributed to any other health condition)
Congestion or runny nose (not attributed to any other health condition)
Nausea or vomiting
Diarrhea
<b>In the past 14 days, if you:</b>
Have had close contact with or are caring for an individual diagnosed with COVID-19 at home (not in healthcare setting), please do not come on campus and contact your instructor (s).

## COVID-19 SELF-REPORTING REQUIREMENT

Students, regardless of vaccination status, who test positive for COVID-19 or who have been exposed to a COVID-19 positive person, are required to self-report using <https://www.southeasterntech.edu/covid-19/>. Report all positive cases of COVID-19 to your instructor and [Stephannie Waters](mailto:swaters@southeasterntech.edu) Exposure Control Coordinator, [swaters@southeasterntech.edu](mailto:swaters@southeasterntech.edu) 912-538-3195.

## ONLINE ATTENDANCE

It is the student's responsibility to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws, stops attending, or receives an "F" (Failing 0-59) in a course. Students will not be withdrawn by an instructor for attendance; however, all instructors will keep records of graded assignments and student participation in course activities. Students will be expected to complete all work required by the instructor as described in the individual course syllabus. **Students will have at least one week to complete tests and assignments. All tests and assignments are due at 11:59 p.m. on Monday each week.**

## STUDENTS WITH DISABILITIES

Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact the appropriate campus coordinator to request services.

**Swainsboro Campus:** [Daphne Scott dscott@southeasterntech.edu](mailto:dscott@southeasterntech.edu), 478-289-2274, Building 1, Room 1210

**Vidalia Campus:** [Helen Thomas hthomas@southeasterntech.edu](mailto:hthomas@southeasterntech.edu), 912-538-3126, Building A, Room 165

## SPECIFIC ABSENCES

Provisions for Instructional Time missed because of documented absences due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

## PREGNANCY

Southeastern Technical College does not discriminate on the basis of pregnancy. However, we can offer accommodations to students who are pregnant that need special consideration to successfully complete the course. If you think you will need accommodations due to pregnancy, please make arrangements with the appropriate campus coordinator.

**Swainsboro Campus:** [Daphne Scott dscott@southeasterntech.edu](mailto:dscott@southeasterntech.edu), 478-289-2274, Building 1, Room 1210

**Vidalia Campus:** [Helen Thomas hthomas@southeasterntech.edu](mailto:hthomas@southeasterntech.edu), 912-538-3126, Building A, Room 165

It is strongly encouraged that requests for consideration be made **PRIOR** to delivery and early enough in the pregnancy to ensure that all the required documentation is secured before the absence occurs. Requests made after delivery **MAY NOT** be accommodated. The coordinator will contact your instructor to discuss accommodations when all required documentation has been received. The instructor will then discuss a plan with you to make up missed assignments.

## WITHDRAWAL PROCEDURE

Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% point of the term in which student is enrolled (date will be posted on the school calendar) must speak with a Career Counselor in Student Affairs and complete a Student Withdrawal Form. A grade of "W" (Withdrawn) is assigned for the course(s) when the student completes the withdrawal form.

Important – Student-initiated withdrawals are not allowed after the 65% point. After the 65% point of the term in which student is enrolled, the student has earned the right to a letter grade and will receive a grade for the course.

Please note: Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of “F” (Failing 0-59) being assigned.

Informing your instructor that you will not return to his/her course, does not satisfy the approved withdrawal procedure outlined above. There is no refund for partial reduction of hours. Withdrawals may affect students' eligibility for financial aid for the current semester and in the future, so a student must also speak with a representative of the Financial Aid Office to determine any financial penalties that may be assessed due to the withdrawal. A grade of “W” will count in attempted hour calculations for the purpose of Financial Aid.

## PROCTORED EVENT

In order to validate student identity for all online courses, students enrolled in online courses are **required** to complete one proctored event per online course. Students are required to bring a photo ID (STC Student ID, Driver's License, or Passport) to the proctored event. The proctored event will be administered on separate days—once on the Vidalia campus and once on the Swainsboro campus. Students must attend one of the proctored sessions as scheduled on the Lesson Plan/Course Calendar. The event will be monitored by the instructor or by an approved proctor. The proctored event may be a major exam, assignment, or presentation, etc. that will count a minimum of 20% of the course grade. Students must attend one of the scheduled proctored sessions and will need to make arrangements with work, childcare, etc. The specific dates of the proctored event are scheduled on the Lesson Plan/Calendar for the online course.

Students living farther than 75 miles from either campus who cannot come to Southeastern Tech for the event must secure an approved proctoring site. The site and the proctor must meet Southeastern Technical College's requirements (instructor will provide more information and necessary forms if this is the case).

Note: Students taking proctored events off campus will utilize the Proctor Scheduling and Approval Form found in Blackboard within the Getting Started/Start Here and Proctoring Event area. The completed form should be submitted to the course instructor a minimum of two weeks prior to the proctored event. If approved, the instructor will notify the proctor.

Students arranging off-campus proctoring must take the event on one of the originally scheduled days. Students who do not complete the proctored event as scheduled must submit a valid documented excuse within three business days after the scheduled event. If the excuse is approved by the instructor of the course, students must make arrangements with the instructor to make up/reschedule the missed event. The penalty and make up instructions will be at the instructor's discretion. Proctored events will be given after the 65% point of the semester. **Students who do not complete the proctored event on the scheduled date and do not present a valid documented excuse within three business days of the scheduled event will be given a zero for the proctored event.**

## PROCTORING FEES

Students are not charged a proctoring fee when taking a proctored event at Southeastern Technical College or any other TCSG college. Students who choose to use an off-campus proctor may be assessed a proctoring fee by the proctoring site. In this instance, the student is responsible for payment.

**The required proctored event for this class is scheduled on the following dates and times:**

**Swainsboro Campus: Tuesday, November 1, between the hours of 9 a.m.-12 Noon, Building 2, Room 2113**

**OR**

**Vidalia Campus: Wednesday, November 2, between the hours of 9 a.m.-12 Noon, Gillis Building, Room 809.**

## MAKEUP GUIDELINES (TESTS, QUIZZES, HOMEWORK, PROJECTS, ETC...)

Failure to take tests will result in a grade of zero. No make-up tests are allowed. If internet or browser failure occurs while taking a test, contact instructor immediately. A decision will be made at that time if the test will be reset. The instructor reserves the right to deduct points from the test scores for exceeding the scheduled time limit on the tests and/or requiring the student to come to campus to take the test.

## ACADEMIC DISHONESTY POLICY

The STC Academic Dishonesty Policy states All forms of academic dishonesty, including but not limited to cheating on tests, plagiarism, collusion, and falsification of information, will call for discipline. The policy can also be found in the STC Catalog and Handbook.

## PROCEDURE FOR ACADEMIC MISCONDUCT

The procedure for dealing with academic misconduct and dishonesty is as follows:

### 1. First Offense

Student will be assigned a grade of "0" for the test or assignment. Instructor keeps a record in course/program files and notes as first offense. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus. The Registrar will input the incident into Banner for tracking purposes.

### 2. Second Offense

Student is given a grade of "WF" (Withdrawn Failing) for the course in which offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Registrar will input the incident into Banner for tracking purposes.

### 3. Third Offense

Student is given a grade of "WF" for the course in which the offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of third offense. The Vice President for Student Affairs, or designee, will notify the student of suspension from college for a specified period of time. The Registrar will input the incident into Banner for tracking purposes.

## STATEMENT OF NON-DISCRIMINATION

As set forth in the student catalog, Southeastern Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, veteran status, or citizenship status (except in those special circumstances permitted or mandated by law).

The following individuals have been designated to handle inquiries regarding the nondiscrimination policies:

<b>American With Disabilities Act (ADA)/Section 504 - Equity- Title IX (Students) – Office of Civil Rights (OCR) Compliance Officer</b>	<b>Title VI - Title IX (Employees) – Equal Employment Opportunity Commission (EEOC) Officer</b>
Helen Thomas, Special Needs Specialist Vidalia Campus 3001 East 1 <sup>st</sup> Street, Vidalia Office 165 Phone: 912-538-3126	Lanie Jonas, Director of Human Resources Vidalia Campus 3001 East 1 <sup>st</sup> Street, Vidalia Office 138B Phone: 912-538-3230

<b>American With Disabilities Act (ADA)/Section 504 - Equity- Title IX (Students) – Office of Civil Rights (OCR) Compliance Officer</b>	<b>Title VI - Title IX (Employees) – Equal Employment Opportunity Commission (EEOC) Officer</b>
Email: <a href="mailto:hthomas@southeasterntech.edu">Helen Thomas</a> <a href="mailto:hthomas@southeasterntech.edu">hthomas@southeasterntech.edu</a>	Email: <a href="mailto:ljonas@southeasterntech.edu">Lanie Jonas</a> <a href="mailto:ljonas@southeasterntech.edu">ljonas@southeasterntech.edu</a>

### ACCESSIBILITY STATEMENT

Southeastern Technical College is committed to making course content accessible to individuals to comply with the requirements of Section 508 of the Rehabilitation Act of Americans with Disabilities Act (ADA). If you find a problem that prevents access, please contact the course instructor.

### GRIEVANCE PROCEDURES

Grievance procedures can be found in the Catalog and Handbook located on STC’s website.

### ACCESS TO TECHNOLOGY

Students can now access Blackboard, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the [Southeastern Technical College Website \(www.southeasterntech.edu\)](http://www.southeasterntech.edu).

### TECHNICAL COLLEGE SYSTEM OF GEORGIA (TCSG) GUARANTEE/WARRANTY STATEMENT

*The Technical College System of Georgia guarantees employers that graduates of State Technical Colleges shall possess skills and knowledge as prescribed by State Curriculum Standards. Should any graduate employee within two years of graduation be deemed lacking in said skills, that student shall be retrained in any State Technical College at no charge for instructional costs to either the student or the employer.*

### GRADING POLICY

Assessment/Assignment	Percentage
MindTap Assignments	25%
Selling Presentation	20%
Discussion Boards	10%
Tests	25%
Proctored Event/Exam	20%

### GRADING SCALE

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

# MGMT 2205-Service Sector Management

## Fall Semester 2022 Lesson Plan

Date/Week	Chapter/Lesson	Content	Assignments and Tests Due Dates	Competency Area
Monday August 15		<b>First Day of the Semester!</b>	<b>Complete the Getting Started items</b> -Pledge Acknowledgement -Student Introduction -COVID Presentation -Make contact with instructor via email to reserve spot and intent on completing the class. <b>All are required to stay enrolled in the course. MUST be completed within the first few days of the semester.</b>	
Week 1 August 16-22	Chapter 1	Overview of Personal Selling	-Read Chapter 1 <b>Graded:</b> -Chapter 1 MindTap assignments -Discussion Board 1 -Chapter 1 Test <b>Chapter 1 assignments, test, and Discussion Board 1 due Monday, August 22, 11:59 p.m.</b>	2,4,6 a,c



Date/Week	Chapter/Lesson	Content	Assignments and Tests Due Dates	Competency Area
Week 2 August 23-29	Chapter 2	Building Trust and Sales Ethics	-Read Chapter 2 <b>Graded:</b> -Chapter 2 MindTap assignments -Discussion Board 2 -Chapter 2 Test <b>Chapter 2 assignments, test, and Discussion Board 2 due Monday, August 29, 11:59 p.m.</b>	6 a,c
Week 3 August 30-September 5	Chapter 3	Understanding Buyers  <b>LABOR DAY HOLIDAY-MONDAY, SEPTEMBER 5</b>  <b>NOTE: SHIFT IN DUE DATE FOR WEEK 3 DUE TO THE HOLIDAY</b>	-Read Chapter 3 <b>Graded:</b> -Chapter 3 MindTap assignments -Discussion Board 3 -Chapter 3 Test <b>Chapter 3 assignments, test, and Discussion Board 3 due Tuesday, September 6, 11:59 p.m.</b>	2,4,8 a,c
Week 4 September 6-12	Chapter 4	Communication Skills	-Read Chapter 4 <b>Graded:</b> -Chapter 4 MindTap assignments -Discussion Board 4 -Chapter 4 Test <b>Chapter 4 assignments, test, and Discussion Board 4 due Monday, September 12, 11:59 p.m.</b>	2 a,c

Date/Week	Chapter/Lesson	Content	Assignments and Tests Due Dates	Competency Area
Week 5 September 13-19	Chapter 5	Strategic Prospecting and Preparing a Sales Dialogue	-Read Chapter 5 <b>Graded:</b> -Chapter 5 MindTap assignments -Discussion Board 5 -Chapter 5 Test <b>Chapter 5 assignments, test, and Discussion Board 5 due Monday, September 19, 11:59 p.m.</b>	5
Week 6 September 20-26	Chapter 6	Planning Sales Dialogues and Presentations	-Read Chapter 6 <b>Graded:</b> -Chapter 6 MindTap assignments -Chapter 6 Test <b>Chapter 6 assignments and test due Monday, September 26, 11:59 p.m.</b>	2
Week 7 September 27-October 3	Chapter 7	Sales Dialogue: Creating and Communicating Value	-Read Chapter 7 <b>Graded:</b> -Chapter 7 MindTap assignments -Chapter 7 Test <b>Chapter 7 assignments and test due Monday, October 3, 11:59 p.m.</b>	1,2
Week 8 October 4-10	Chapter 8	Addressing Concerns and Earning Commitment	-Read Chapter 8 <b>Graded:</b> -Chapter 8 MindTap assignments -Chapter 8 Test <b>Chapter 8 assignments and test due Monday, October 10, 11:59 p.m.</b>	6,9

Date/Week	Chapter/Lesson	Content	Assignments and Tests Due Dates	Competency Area
Week 9 October 11-17	Chapter 9	Expanding Customer Relationships	-Read Chapter 9 <b>Graded:</b> -Chapter 9 MindTap assignments <b>Chapter 9 assignments due Monday, October 17, 11:59 p.m.</b>	4
Week 10 October 18-24	Chapter 10	Adding Value: Self-Leadership and Teamwork	-Read Chapter 10 <b>Graded:</b> -Chapter 10 MindTap assignments <b>Chapter 10 assignments due Monday, October 24, 11:59 p.m.</b>	3
Week 11 October 25-31	Selling Presentation	Flyer and Sales Pitch	-See Selling Presentation Instructions in Blackboard Course <b>**no assignments due this week.</b>	7
Week 12 November 1-7	Proctored Exam	<b>Proctored Exam Dates:</b> <b>Swainsboro Campus: Tuesday, November 1 between the hours of 9 a.m.-12 Noon, Building 2, Room 2113</b> <b>OR</b> <b>Vidalia Campus: Wednesday, November 2 between the hours of 9 a.m.-12 Noon, Gillis Building, Room 809.</b>	-Proctored Exam (Chapters 9 and 10)  *No assignments due this week just proctored exams.	3,4
Week 13 November 8-14	Selling Presentation	Flyer and Sales Pitch	-Continue working on Selling Presentation <b>**no assignments due this week.</b>	7
Week 14 November 15-21	Sales Presentation	Flyer and Sales Pitch	-Continue working on Selling Presentation <b>**no assignments due this week.</b>	7

Date/Week	Chapter/Lesson	Content	Assignments and Tests Due Dates	Competency Area
Week 15 November 22- December 5	Sales Presentation	Flyer and Sales Pitch  <b>THANKSGIVING HOLIDAYS- NOVEMBER 23 and 24</b>	<b>Flyer/Sales Pitch due Thursday, December 5, 11:59 p.m.</b> <b>Submit in the blackboard course via the assignment link provided in the week 15 folder.</b>	7
Tuesday December 6		<b>FALL SEMESTER ENDS</b>		

**MGMT 2205 Competency Areas:**

1. Principles of Service Industry Supervision-Team Building
2. Communication in the Service Sector
3. TQM in a Service Environment
4. Customer Service Operations
5. Retail Management
6. Selling Principles and Sales Management
7. Business Software Applications
8. Introduction to Information Systems
9. Legal Issues in the Service Sector

**General Core Educational Competencies**

- a) The ability to utilize standard written English.
- b) The ability to solve practical mathematical problems.
- c) The ability to read, analyze, and interpret information.

## **REMINDERS:**

- Assignments from the textbook for this class will be completed in MindTap. The MindTap assignments links are now in each blackboard course. Assignments will be open all semester meaning students may choose to work ahead; however, the due dates are in place as shown on the course lesson plan and in MindTap. Students will only be allowed one attempt and cannot be completed after the due date. Any assignments not completed are assigned grades of zero. Also, in MindTap, students will have access to the e-book for this course.
- Students will also complete a selling presentation that is due at the end of the semester. Review instructions in the blackboard course. This counts 20 percent of the final grade.
- Five discussion boards will be completed weeks 1-5. These count 10 percent of the final grade. Students must post at least two comments to each discussion board. This means at least one original comment/response/thought and at least one reply to another student in class. These cannot be posted late.
- Chapter tests will be taken in Blackboard for this class. Chapter tests will be objective type tests including question types such as true/false, multiple choice, matching, etc. No books or notes are allowed when you take your exams.
- Proctored exam is scheduled during week 12. No study guide will be provided. The proctored exam for this class is over Chapters 9 and 10.

**\*REVISED FALL SEMESTER 2022**

**\*\*INSTRUCTOR RESERVES THE RIGHT TO CHANGE GRADING SCALE AT ANY POINT DURING THE SEMESTER.**

**MGMT 2205 DISCUSSION BOARD GRADING RUBRIC**

# of Discussion Posts	# of Discussion Replies	Grade	Due Date, Length, Grammar and Spelling Requirements
1	1	100	<p>Students who post their initial discussion board response to the discussion board topic and reply to at least one other students' post will be given a 100 on the assignment if the post is turned in by the due date, contain 4-5 sentences and free of grammatical and spelling errors. The student will receive a one point deduction for each grammatical and spelling error in both their response and reply. A 10 point deduction will be given for any response or reply that is not 4-5 sentences in length. No credit will be given for any response or reply that is an answer of "yes/no" or "I agree/disagree."</p>
1	0	70	<p>Any student that does not respond to at least one other students' post will not receive a grade above 70. The grade of 70 will be the highest grade that the student will be able to receive on the discussion post if the post is turned in by the due date, contain 4-5 sentences and free of grammatical errors and spelling errors. The student will receive a</p>

# of Discussion Posts	# of Discussion Replies	Grade	Due Date, Length, Grammar and Spelling Requirements
			one point deduction for each grammatical and spelling error in their response. A 10 point deduction will be given for any response that is not 4-5 sentences in length.
0	1	50	Students who only respond to a classmate's discussion post will not receive a grade above 50. The grade of 50 will be the highest grade that the student will be able to receive on the discussion response if the response is turned in by the due date, contain 4-5 sentences and free of grammatical errors and spelling errors. The student will receive a one point deduction for each grammatical and spelling error in their reply. A 10 point deduction will be given for any reply that is not 4-5 sentences in length.
0	0	0	Students will receive a 0 on the discussion topic if the student does not post an answer or response to one other students' post by the due date.

# MGMT 2205-SERVICE SECTOR MANAGEMENT

## SELLING PRESENTATION ASSIGNMENT

This course is all about the service sector....special emphasis on team building, quality management, and developing a customer focus. One of the competencies in this course is selling principles and sales management. We have all bought our favorite things we just had to have....whether it was when we bought a car, nice purse, hat, or even that favorite pair of jeans....someone (a salesperson, social media influencer, etc.) or something (ad on social media, a flyer we saw posted, something on TV we saw, etc.) caused us to take interest in the product OR persuaded us to buy it.

### Overview

Your customer is a 50-year-old woman (yes, this is me☺) that enjoys many activities. I'm an avid gym goer, working out 4-5 days a week. However, I love to dress up and wear dresses and I love my heels! Nevertheless, on the weekend, I enjoy down time. I also enjoy the outdoors and not afraid to get my hands dirty. I am a college instructor that enjoys teaching; however, I have to work indoors and stationary at a desk sitting most of the day. I also love pets. I have a cat named Cassie and a grand fur baby dog named Waylon. Any of these products I would consider buying.

So now, convince me to purchase one of the following products (through your use of the flyer and sales pitch) that seem to be trending in 2022. See a brief overview of the products, but I would definitely do my research on the one you choose.

- **Subscription Food Products**

- We love convenience. Subscription food products are just one example of goods on demand that customers have supported in droves. The subscription box industry has been growing by more than 100 percent and is now a billion-dollar industry. For example, coffee is one of the best products to create a subscription box service with.

- **Meal Kits and Meal Replacements**

- As a result of many 2020's widespread restaurant closings we had, millions of people were left with homemade meals as their primary way of spicing dinnertime up. This led to a boom in the meal kits industry, with a whopping \$130 million more in sales throughout 2020.

- **Athleisure**

- This seems to be a trend here to stay. This is active wear worn as an everyday look rather than for athletic purposes like going to the gym. With this category you can sell everything from sweatshirts, pants, leggings, sport bras, etc. Female millennials are usually the target market; however, others wear this too...like me! Normally on the weekend, I am out in my athleisure wear. I also have recently partnered with a lifestyle company as an Independent Brand Partner selling athleisure so this is a big industry for me! ☺

- **Smartwatches/Fitness Trackers**

- Around 1.2 billion watches are sold globally each year and it keeps rising. December tends to be the peak month for watch sales while you can sustain year-round sales. Social media seems to be the most popular channels for growing a watch store. Such popular watches like the apple watch or even the fit bit gives a customer built-in features like a camera, sound, step counters, sleep monitors, calendars, and much more. These are selling big right now.



- **Home Office Equipment**

- In the midst of 2020's pandemic, vast numbers of Americans were forced to adapt to new working conditions. Millions of people began working from home as companies needed to uphold remote work freedom. As a result, home office equipment sales soared. Many companies cited anywhere from 8 to 30 percent more sales in 2020 alone. The industry's robust growth is expected to continue by 7.5 percent in the U.S.

- **Hair styling Products**

- Despite the severe shortage of physical events in 2020 that we had, hair styling equipment and accessories didn't take a nosedive. In fact, the beauty products niche saw a 5.5 percent growth rate that's projected to continue until 2025.

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**Assignment (Diverables):**

- **Flyer (see grading rubric below):**
  - Create a visually appealing flyer on one of the products above that will draw my attention to the product. You may use any of these applications to create the flyer (Microsoft Publisher, Microsoft PowerPoint (one slide), or even Microsoft Word (one document)).
- **Sales Pitch (see grading rubric below):**
  - Create a sales pitch for the product you are attempting to sell. So on paper, you are attempting to sell me this product.....you do NOT have to contact me since this is not a sales call. The main objective here is for you to convince me of why I should buy your product. I saw the flyer you created so now tell me in your own words why? How will it benefit me? Is it a good product? You get the point.....

**Tips/suggestions for the Flyer (see grading rubric):**

- Keep it simple.
- Use the same layout and format throughout to tie it together.
- Check for grammar, typographical, and spelling errors.
- Use colors sparingly and for functional rather than decorative purposes.
- Leave plenty of white space; do not crowd the page.
- Each visual should only present one idea.
- Use bullet points to emphasize key points.
- Should be on one page only.

**Tips/suggestions for the Sales Pitch (see grading rubric):**

- Step 1-Think about the product that you want to sell.
- Step 2-Think about the target buyer that your pitch is for (me).
- Step 3-Identify the benefits your product offers.
- Step 4-Create a list of pain points resolved. Try to focus on those points that you can help the prospect resolve, minimize or to avoid.
- Step 5-Develop good probing sales questions. The best salesperson is the one that asks the best questions. Include good probing questions that help you to extract valuable information from the prospect.
- Have clarity on what you are closing for. Design your pitch so that it focuses on closing the prospect on moving to the next step.....buying your product!

Once you have completed both the flyer and sales pitch, submit the files for grading in your blackboard course via the assignment link (drop box) under the Lessons/Assignments link on the course menu in the week 15 folder.

Have fun! 😊

Mrs. Jernigan

**MGMT 2205— SELLING PRESENTATION RUBRIC  
FLYER AND SALES PITCH**

<b>Component</b>	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>Score</b>
<b>Organization</b>	<b>No submission</b>	Layout of flyer is confusing.  The sales pitch not keyed using Microsoft Word, page length requirement not met or the correct font size used. Main objective of sales pitch not met.	Layout of flyer is haphazard; not enough white space.  The sales pitch is keyed using Microsoft Word but page length not meet and incorrect font size used. Main objective somewhat met.	Layout of flyer is organized; white space used appropriately.  The sales pitch is keyed using Microsoft Word, half of page to one page in length, but incorrect font size used. Main objective met	Layout of flyer is logical and appealing; an obvious focal point or attention grabber is apparent.  The sales pitch is keyed using Microsoft Word, half of page to one page in length, 12-point font size. Main objective met.	
<b>Attractiveness/Software</b>	<b>No submission</b>	Text fonts and sizes make the flyer difficult to read; distracting and unattractive formatting. Did not use one of the required applications (Word, PowerPoint, or Publisher to create the flyer).	Text fonts and sizes may cause distraction; unattractive formatting. Used one of the required software applications (Word, PowerPoint, or Publisher to create the flyer).	Text fonts and sizes are readable; attractive formatting. Used one of the required software applications (Word, PowerPoint, or Publisher to create the flyer).	Text fonts and sizes are well chosen; exceptionally attractive formatting and easy to read. Used one of the required software applications (Word, PowerPoint, or Publisher to create the flyer).	
<b>Content</b>	<b>No submission</b>	Flyer and sales pitch contain very few, if any, details.	Flyer and sales pitch contain some details.	Flyer and sales pitch contain several details and is mostly complete.	The reader knows the purpose of the flyer and sales pitch and what to expect about the product.	
<b>Spelling/Grammar</b>	<b>No submission</b>	More than 4 errors are noted.	No more than 4 errors are evident after proofreading.	No more than 2 errors are evident after proofreading.	No errors are evident after proofreading.	
<b>Use of Graphics</b>	<b>No submission</b>	Graphics do not support the theme/content of the flyer.	All graphics are attractive but a few do not seem to support the theme/content of the flyer.	A few graphics are not attractive but all support the theme/content of the flyer.	All graphics are attractive (size and colors) and support the theme/content of the flyer.	
<b>Possible Points</b>	<b>100</b>					

**NOTES:**