



**MGMT 2205 Service Sector Management
COURSE SYLLABUS
Online
Fall Semester 2018**

COURSE INFORMATION

Credit Hours/Minutes: 3/2250

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

Class Meets: Via Internet for 15 weeks

Course Reference Number (CRN): 20007

Preferred Method of Contact: email [Vicki Spivey vspivey@southeasterntech.edu](mailto:Vicki_Spivey@southeasterntech.edu)

INSTRUCTOR CONTACT INFORMATION

Adjunct Instructor Name: Vicki Spivey

Adjunct College Email Address: vspivey@southeasterntech.edu

Campus/Office Location: online adjunct instructor

Office Hours: n/a

Phone: n/a

Fax Number: 912.538.3106

Full-Time Instructor Name: Tina Jernigan

Email Address: tjernigan@southeasterntech.edu.

Campus/Office Location: Vidalia/Office 807

Office Hours: 2:00-4:30 p.m. Monday-Thursday

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](http://www.southeasterntech.edu/student-affairs/catalog-handbook.php) (<http://www.southeasterntech.edu/student-affairs/catalog-handbook.php>).

REQUIRED TEXT

SELL 5/Ingram/LaForge/Avila	5	978-1-30566209-4	Cengage
-----------------------------	---	------------------	---------

REQUIRED SUPPLIES & SOFTWARE

Microsoft Word is required. Black, blue or red ink pens, number 2 lead pencils, erasers, jump drive, Universal Serial Bus, etc. and 3-subject notebook. Browser should be Internet Explorer 7 or higher or Mozilla Firefox 2.0 or higher.

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 a customer focus. The challenge of providing world-class customer service is addressed through sections on principles of service industry supervision, career development, problem solving, stress management, and conflict resolution. 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.

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, customer service operations,
2. TQM in a service environment
3. business software applications
4. communication in the service sector
5. introduction to information systems, selling principles and sales management
6. retail management
7. 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)

Students are expected to complete all work required by the instructor and to attend the required proctored campus exam. Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week. Assignments must be keyed in Microsoft Word, saved, uploaded, and attached for grading in Blackboard. Assignments **will not be graded after the due date on Mondays at 11:59 pm resulting in a zero (0)**. Online students are responsible for checking e-mails and Blackboard announcements DAILY Monday-Thursday. Books are required on the **first day** of the semester.

Students are expected to prove weekly academic engagement by meeting assignment deadlines each week and spending a minimum of 37.5 hours during the semester doing the required homework, quizzes, and tests. Students are expected to communicate frequently through college email and discussion boards. College email is accessed at <https://portal.office.com>, under Quick links on our webpage, or in the menu of your Blackboard course.

ONLINE ATTENDANCE

Students will have at least one week to complete tests and assignments. All tests and assignments are due at 11:59 pm on Monday of each week. Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor. Late assignments will not be graded and tests cannot be made up.

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 pm on Monday of each week. Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor. Late assignments will not be graded and tests cannot be made

up.

SPECIAL NEEDS

Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact [Helen Thomas](mailto:hthomas@southeasterntech.edu) (hthomas@southeasterntech.edu), 912-538-3126, to coordinate reasonable accommodations.

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 advise me and make appropriate arrangements with [Helen Thomas](mailto:hthomas@southeasterntech.edu) (hthomas@southeasterntech.edu), 912-538-3126.

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" 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' 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 accessed due to the withdrawal. A grade of 'W' will count in attempted hour calculations for the purpose of Financial Aid.

Online Proctored Event Withdrawals

Students who do not complete the proctored exam for an online class on the scheduled date and do not present a valid excuse within three business days of the scheduled event will be withdrawn from the course with a "WF" (Withdrawn Failing) and will be disabled in their online class. If the proctored event is scheduled during final exams, any student who misses the proctored exam will receive an "F" for the course.

PROCTORED EVENT REQUIREMENT

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. 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. Dual enrollment students enrolled in online courses have the same options, but can also complete the event on the high school campus. The event will be monitored by the instructor, another College employee, or high school counselor. 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 makeup/reschedule the missed event. The penalty and makeup 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 withdrawn from the course with a "WF" (Withdrawn Failing). If the proctored event is scheduled during final exams, any student who misses the proctored event will be issued an "WF" (Withdrawal Failing) for the course.**

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, November 5, 1-3 pm in Building 2, Lab 2113 or November 6, 9-11 am at the Vidalia Campus, Lab 809. You must attend on one of the two days listed or you will receive a WF in the course. There are no makeup proctored exams.

EXIT EXAM

All students are required to take the Exit Exam during their last semester.

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

No make-up exams are allowed and there are no exceptions. If Internet or browser failure occurs, contact the instructor immediately by email. A decision will be made at that time if the exam will be reset. Only one test will be reset per semester if the instructor is notified in time according to the instructions in Blackboard. Homework Assignments **will not be graded after the due date (Monday at 11:59 pm) resulting in a zero (0).**

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

The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member or citizenship status (except in those special circumstances permitted or mandated by law). This school is in compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin; with the provisions of Title IX of the Educational Amendments of 1972, which prohibits discrimination on the basis of gender; with the provisions of Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination on the basis of handicap; and with the American with Disabilities Act (ADA).

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

American With Disabilities Act (ADA)/Section 504 - Equity- Title IX (Students) – Office of Civil Rights (OCR) Compliance Officer	Title VI - Title IX (Employees) – Equal Employment Opportunity Commission (EEOC) Officer
Helen Thomas, Special Needs Specialist Vidalia Campus 3001 East 1 st Street, Vidalia Office 108 Phone: 912-538-3126 Email: Helen Thomas hthomas@southeasterntech.edu	Lanie Jonas, Director of Human Resources Vidalia Campus 3001 East 1 st Street, Vidalia Office 138B Phone: 912-538-3230 Email: Lanie Jonas ljonas@southeasterntech.edu

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
Homework	35%
Discussion Boards	10%
Tests	25%
Proctored Event/Exam	20%
Essay	10%

GRADING SCALE

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

DISCUSSION BOARD GRADING RUBRIC

<u>No. of Posts</u>	<u>No. of Replies</u>	<u>Initial Grade</u>	<u>Errors</u>	<u>Point Reduction</u>
1 or more	1 or more	100	Spelling	-5 each
1 or more	0	50	Grammatical	-5 each
0	1	0	Length (4-5 min over 7 words each)	-20 per sentence
0	0	0	Thoughtful Content	-20 per sentence

**MGMT 2205-SERVICE SECTOR MANAGEMENT
FALL SEMESTER 2018 LESSON PLAN**

DATES	CHAPTER	OBJECTIVES	ASSIGNMENTS	COMP
Week of August 13-August 20	Chapter 1	Overview of Personal Selling Introduction Personal Selling Defined Trust-Based Relationship Selling Evolution of Personal Selling Contribution of Personal Selling Alternative Personal Selling Approaches The Trust-Based Sales Process Sales Careers Sales Presentation due 11/27	Type Student Pledge Type Student Introduction Work on Chapter 1 Homework Work on Ch 1 Discussion Board	A, C, 1, 4
Week of August 20-August 27	Chapter 2	Building Trust and Sales Ethics Introduction What Is Trust? Why Is Trust Important? How to Earn Trust Knowledge Bases Help Build Trust and Relationships Sales Ethics	Chapter 1 Due August 20 Work on Chapter 2 Homework Work on Ch 2 Discussion Board	A, C, 2, 4
Week of August 27-September 3	Chapter 3	Understanding Buyers Introduction Types of Buyers The Buying Process Types of Buyer Needs Procedures for Evaluating Suppliers and Products Understanding Postpurchase Evaluation and the Formation of Satisfaction Types of Purchasing Decisions Understanding Communication Styles Buying Teams Current Developments in Purchasing	Chapters 1-2 Test posted 08/27—09/03 Chapter 2 Due August 27 Work on Chapter 3 Homework Work on Ch 3 Discussion Board	A, C, 2,6

<p>Week of September 3— September 10</p>	<p>Chapter 4</p>	<p>Communication Skills Sales Communication as a Collaborative Process Types of Questions Classified by Amount and Specificity of Information Desired Types of Questions Classified by Strategic Purpose Strategic Application of Questioning in Trust-Based Selling ADAPT Questioning System Using Different Types of Listening Active Listening Understanding the Superiority of Pictures Over Words Nonverbal Communication</p>	<p>Chapter 3 Due September 3</p> <p>Work on Chapter 4 Homework</p> <p>Work on Ch 4 Discussion Board</p>	<p>A, C, 2, 4</p>
<p>Week of September 10— September 17</p>	<p>Chapter 5</p>	<p>Strategic Prospecting and Preparing for Sales Dialogue Introduction The Importance and Challenges of Prospecting The Strategic Prospecting Process Prospecting Methods Developing a Strategic Prospecting Plan Gathering Prospect Information to Prepare for Sales Dialogue</p>	<p>Chapter 3-4 Test posted 09/10—09/17</p> <p>Ch 4 Due September 10</p> <p>Work on Chapter 5 Homework</p> <p>Work on Ch 5 Discussion Board</p>	<p>A, C, 5</p>
<p>Week of September 17— September 24</p>	<p>Chapter 6</p>	<p>Planning Sales Dialogues and Presentations Introduction Customer-Focused Sales Dialogue Planning Sales Communication Formats Sales Dialogue Template Customer Value Proposition Linking Buying Motives, Benefits, Support Information, and Other Reinforcement Methods Engaging the Customer</p>	<p>Chapter 5 Due September 17</p> <p>Work on Chapter 6 Homework</p>	<p>A, C, 4, 5</p>
<p>Week of September 24— October 1</p>	<p>Chapter 7</p>	<p>Sales Dialogue: Creating and Communicating Value Introduction Effective Sales Dialogue Encouraging Buyer Feedback</p>	<p>Chapters 5-6 Test posted 09/24—10/01</p> <p>Chapter 6 Due September 24</p>	<p>A, C, 4, 5</p>

<p>Week of September 3— September 10</p>	<p>Chapter 4</p>	<p>Communication Skills Sales Communication as a Collaborative Process Types of Questions Classified by Amount and Specificity of Information Desired Types of Questions Classified by Strategic Purpose Strategic Application of Questioning in Trust-Based Selling ADAPT Questioning System Using Different Types of Listening Active Listening Understanding the Superiority of Pictures Over Words Nonverbal Communication</p>	<p>Chapter 3 Due September 3</p> <p>Work on Chapter 4 Homework</p> <p>Work on Ch 4 Discussion Board</p>	<p>A, C, 2, 4</p>
		<p>Creating Customer Value Interesting and Understandable Sales Dialogue Engaging and Involving the Buyer Supporting Product Claims Group Sales Dialogue</p>	<p>Work on Chapter 7 Homework</p>	
<p>Week of October 1- October 8</p>	<p>Chapter 8</p>	<p>Addressing Concerns and Earning Commitment Introduction Anticipate and Negotiate Concerns and Resistance Reasons Why Prospects Raise Objections Type of Sales Resistance Using LAARC: a Process for Negotiating Buyer Resistance Recommend Approaches for Responding to Objections Securing Commitment and Closing</p>	<p>Chapter 7 Due October 1</p> <p>Work on Chapter 8 Homework</p>	<p>A, C, 2, 4, 6</p>
<p>Week of October 8- October 15</p>	<p>Chapter 9</p>	<p>Expanding Customer Relationships Introduction Assess Customer Satisfaction Harness Technology to Enhance Follow-Up and Buyer-Seller Relationships Ensure Customer Satisfaction Maintain Open, Two-Way Communication</p>	<p>Chapter 7-8 Test posted 10/8—10/15</p> <p>Chapter 8 Due October 8</p> <p>Work on Chapter 9 Homework</p>	<p>A, C, 8</p>

Week of September 3— September 10	Chapter 4	Communication Skills Sales Communication as a Collaborative Process Types of Questions Classified by Amount and Specificity of Information Desired Types of Questions Classified by Strategic Purpose Strategic Application of Questioning in Trust-Based Selling ADAPT Questioning System Using Different Types of Listening Active Listening Understanding the Superiority of Pictures Over Words Nonverbal Communication	Chapter 3 Due September 3 Work on Chapter 4 Homework Work on Ch 4 Discussion Board	A, C, 2, 4
		Expand Collaborative Involvement Work to Add Value and Enhance Mutual Opportunities		
Week of October 15-October 22	Chapter 10	Adding Value: Self-Leadership and Teamwork Introduction Effective Self-Leadership Working with Different Levels and Types of Goals Account Classifications Establishing Territory Routing Plans Stage 4: Tapping Technology and Automation Increasing Customer Value Through Teamwork Building Teamwork Skills	Chapter 9 Due October 15 Work on Chapter 10 Homework	A, C, 1
Week of October 22-October 29	Chapter 11	Sales Management and Sales 2.0 Introduction Sales Management Overview Developing and Implementing Effective Sales Strategies Developing the Salesforce Directing the Salesforce Determining Salesforce Effectiveness and Performance Sales 2.0	Chapter 10 Due October 22 Work on Chapter 11 Homework	A, C, 3, 4, 5
Week of October	Sales Present	Work on Sales Presentation	Chapter 11 Due October 29	A-C, 1- 9

Week of September 3— September 10	Chapter 4	Communication Skills Sales Communication as a Collaborative Process Types of Questions Classified by Amount and Specificity of Information Desired Types of Questions Classified by Strategic Purpose Strategic Application of Questioning in Trust-Based Selling ADAPT Questioning System Using Different Types of Listening Active Listening Understanding the Superiority of Pictures Over Words Nonverbal Communication	Chapter 3 Due September 3 Work on Chapter 4 Homework Work on Ch 4 Discussion Board	A, C, 2, 4
29- November 5	ation			
Week of November 5- November 6		Proctored Exam—see syllabus for details—Swainsboro November 5 Proctored Exam—see syllabus for details—Vidalia November 6	Chapters 9-10	
Week of November 12- November 19		Work on Sales Presentation		
November 19-26		Work on Sales Presentation		
November 26- December 3		Sales Presentation Due Semester Ends	Sales Presentation Due 11/27	

COURSE COMPETENCIES:

1. principles of service industry supervision, team building, customer service operations,
2. TQM in a service environment
3. business software applications
4. communication in the service sector
5. introduction to information systems, selling principles and sales management
6. retail management
7. legal issues in the service sector

GENERAL EDUCATION CORE 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.