



**MKTG 1160 – Fundamentals of
Selling
COURSE SYLLABUS
Online
Fall 2015**

Semester: 201612 Fall 2015
Course Title: Fundamentals of Selling
Course Number: MKTG 1160
Credit Hours/ Minutes: 3/2250
Class Location: GVTC/Angel
Class Meets: Via Internet / 9 wks
CRN: 20177

Instructor: Griff Surrency
Email Address: gsurrency@southeasterntech.edu

Full Time Instructor: Ashley Harmon
Office Hours: 1:30 -4:00 M-R
Office Location: Gillis Building, 834
Email Address: aharmon@southeasterntech.edu
Phone: (912) 538-3105
Fax: (912) 538-3106

REQUIRED TEXT: SELL by Cengage (author is Ingram, LaForge, Avila) (0538748753)

REQUIRED SUPPLIES/HARDWARE/SOFTWARE: For the online class, there are no specific supplies required. Students are asked to use Microsoft Word for assignments. Your browser should be IE 7.0 or higher or Mozilla Firefox 2.0 or higher.

COURSE DESCRIPTION: This course introduces professional selling skills and processes.

MAJOR COURSE COMPETENCIES: . Topics include: professional selling, product/sales knowledge, customer analysis/relations, selling process, sales presentations, and ethics of selling.

PREREQUISITE(S): None

COURSE OUTLINE: 1. professional selling, 2. product/sales knowledge 3. customer analysis/relations 4. selling process 5. sales presentations 6. ethics of selling.

GENERAL EDUCATION CORE COMPETENCIES: 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.

All students pursuing a degree, a diploma, or a Technical Certificate of Credit with a General Education component will be required to pass the General Education Competency Exams prior to graduation.

STUDENT REQUIREMENTS (Online): Students are expected to complete all tests and assignments by the due dates. Late assignments will not be accepted. The cut-off is midnight of each assigned week. Students are required to submit all chapter assignments via the weekly drop boxes for each week's assignments. Online students are responsible for checking e-mails and announcements daily. Online courses require students 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 or receives an F in a course. A student's last date of attendance can have a

negative effect on his/her financial aid and academic progress.

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.

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 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 midnight on Monday of each week unless otherwise noted on the lesson plan. 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.

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 Jan Brantley, Room 1208 Swainsboro Campus, 478-289-2274, or Helen Thomas, Room 108 Vidalia Campus, 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 the Special Needs Office. Swainsboro Campus: Jan Brantley, Room 1208, (478) 289-2274 -- Vidalia Campus: Helen Thomas, Room 108, (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% portion of the semester (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 when the student completes the withdrawal form from the course.

Students who are dropped from courses due to attendance (see your course syllabus for attendance policy) after drop/add until the 65% point of the semester will receive a "W" for the course. Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

After the 65% portion of the semester, the student will receive a grade for the course. (Please note: A zero will be given for all missed assignments.)

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. All grades, including grades of 'W', will count in attempted hour calculations for the purpose of Financial Aid.

Remember - Informing your instructor that you will not return to his/her course does not satisfy the approved withdrawal procedure outlined above.

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 two separate days during the semester—once on the Vidalia campus and once on the Swainsboro campus and will be monitored by the instructor or another STC employee. 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 further 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 under the Proctoring Tab in ANGEL and submit the completed form to their instructor for approval 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, 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 will receive an F in the course.**

As published on STC's website, any expenses incurred to obtain a proctor will be the responsibility of the student; however, students are not charged a proctoring fee when taking the proctored exam on the campus of Southeastern Tech. Most of Georgia's technical colleges do not charge to proctor exams for students enrolled in other TCSG colleges. Students who are enrolled at Southeastern Technical College and live out of the state of Georgia or out of the country could incur a proctoring charge. However, in that instance, the instructor would assist the student in locating the least expensive proctor.

The required proctored event for this class is scheduled on the following dates and times: Vidalia Campus on October 28 and the Swainsboro Campus on October 29. Students should choose between 1PM and 4PM and sign up on the discussion forum under Unit II in ANGEL.

MAKEUP GUIDELINES: Late assignments, tests, etc. will not be graded.

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 Student Handbook.

Procedure for Academic Misconduct

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

--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.

--Second Offense--

Student is given a grade of "WF" 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.

--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 second 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: Southeastern Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, disabled veteran, veteran of Vietnam Era 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).

GRIEVANCE PROCEDURES: Grievance procedures can be found in the Catalog and Handbook located on STC's website.

ACCESS TO TECHNOLOGY: Students can now access Angel, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the STC website at www.southeasterntech.edu.

GRADING POLICY

10% Discussion Boards
25% Chapter Assignments
10% Unit I Summary
20% Unit II Proctored Exam
20% Unit III Exam
7.5% Sales Project A
7.5% Sales Project B
100%

GRADING SCALE

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

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.*

Discussion Board Grading Rubric

<p>Student Response/Statement (50% Weighting)</p>	<p>0 percent Student did not answer the Discussion Forum question/statement or:</p> <p>Student's response has at least 2 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>25 percent Student's response has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question</p>	<p>50 percent Student answers the question in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.</p>
<p>Student Response to Another Student (50% Weighting)</p>	<p>0 percent Student does not respond to another student or: Student has at least 2 of the following:</p> <p>Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>25 percent Student's response to another student has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>50 percent Student replies to another student in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.</p>

Project Grading Rubric (can be viewed in ANGEL in html)

Criteria	Achievement Level			
	▼ Achievement Level 1 (0%)	▼ Achievement Level 2 (33%)	▼ Achievement Level 3 (67%)	▼ Achievement Level 4 (100%)
▶ Format (25% Weighting)	0 percent Format not followed.	8.25 percent Two errors in formatting.	16.75 percent One error in formatting.	25 percent Format is followed exactly as outlined in the instructions: Title Page Background Dialogue Conclusion
▶ Implementation of Sales Techniques (SPIN or ADAPT) (25% Weighting)	0 percent Sales techniques not implemented.	8.25 percent Sales techniques utilized but done so incorrectly.	16.75 percent Sales technique utilized and somewhat effective. Student needed more explanation of their methodology for full credit.	25 percent Questioning sequences utilized and highly effective. Student also explained methodology behind their use in conclusion.
▶ Quality of Project (25% Weighting)	0 percent Student has excessive amount of errors in the presentation.	8.25 percent Student has more than 2 errors in spelling, punctuation, grammar, etc.	16.75 percent Student has 1-2 errors in spelling, punctuation, grammar, etc.	25 percent Paper is "college-level", free of spelling, grammatical and punctuation errors.
▶ Overall (25% Weighting)	0 percent	8.25 percent Student may lose additional points for project's tardiness. Student turned in project but was weak in multiple areas.	16.75 percent Student does an adequate job in the sales presentation. Students may lose points here for turning in project late.	25 percent Overall, paper is excellent and follows all instructions, demonstrates student understanding of concepts, is turned in on time and executes the sales process in a reasonable, real-world fashion.

**MKTG 1160 Professional Selling
FY 2016
Fall 2015**

Date	Chapter / Lesson	Content	Assignments & Tests Due Dates	*Competency Area
Week 1 (8/17 – 8/24)	Chapter 1	<p>Assignments Listed Under Start Here Folder</p> <p>Chapter 1: Overview of Personal Selling</p>	<p>Students to sign Acknowledgment, Post Introduction, View and Sign off All Policies Due 8/19</p> <p>Chapter 1 assignments due 8/24</p> <p>Discussion assignment due 8/24</p>	1, 2, 3, 6 A, C
Week 2 (8/25 – 8/31)	Chapter 2	Chapter 2: Building Trust and Sales Ethics	Chapter 2 assignment due 8/31 Discussion assignment due 8/31	1, 2, 6 A, C
Week 3 (9/01 – 9/07)	Chapter 3	Chapter 3: Understanding Buyers	Chapter 3 assignment due 9/07 Discussion Assignment due 9/07	1, 2, 3, 4 A, C
Week 4 (9/08 – 9/14)	Chapter 4	Chapter 4: Communication Skills	Chapter 4 assignment due 9/14 Discussion assignment due 9/14	1, 2, 4 A, C
Week 5 (9/15 – 9/21)		Unit I Summary Due	Unit I Summary Due 9/21	1, 2 A, C
Week 6 (9/22 - 9/28)	Chapter 5	Chapter 5: Strategic Prospecting and Preparing Sales Dialogue	Chapter 5 assignment due 9/28 Discussion assignment due 9/28	1, 2, 5 A, C
Week 7	Chapter 6	Chapter 6: Planning Sales Presentations and Dialogues	Chapter 6 assignment due 10/05 Discussion assignment due 10/05	1, 2, 3, 4 A, C

(9/29 - 10/05)				
Week 8 (10/06 - 10/12)	Chapter 7	Chapter 7: Sales Dialogue: Creating and Communicating Value Chapter 8:	Chapter 7 assignment due 10/12 Discussion assignment due 10/12	1, 2, 6 A, C
Week 9 (10/13 - 10/19)	Chapter 8	Chapter 8: Addressing Concerns and Earning Commitment	Chapter 8 assignment due 10/19 Discussion assignment due 10/19	1, 2 A, C
Week 10 (10/20 - 10/26)		Sales Project A	Sales Project is due 10/26 before midnight! See ANGEL folder for instructions.	
Week 11 (10/27 - 11/02)		Unit II Exam This is a proctored event.	October 28: 1-4PM (Vidalia) October 29: 1-4PM (Swainsboro) Please sign up in ANGEL under Unit II to verify the day and time you will attend.	
Week 12 (11/03 - 11/09)	Chapter 9	Chapter 9: Expanding Customer Relationships	Chapter 9 assignment due 11/09 Discussion assignment due 11/09	1, 2, 3 A, C
Week 13 (11/10 - 11/16)	Chapter 10	Chapter 10: Adding Value; Self-leadership and Teamwork	Chapter 10 assignment due 11/16 Discussion assignment due 11/16	1, 4, 5 A, C
Week 14 (11/17 - 11/23)	Chapter 11	Chapter 11: Sales Management and Sales 2.0	Chapter 14/15 assignment due 11/23 Discussion assignment due 11/23	1, 4, 6 A, C
Week 15 (11/24 - 12/04)		Sales Project B Unit III Exam	Sales Project B due 11/30 Unit III Exam posted 11/24 and available until 12/01 at midnight	

All assignments may be posted until 11:59 PM on the day indicated. Beginning midnight, the assignment is deemed late.

Course Competencies

1. Professional selling,
2. Product/sales knowledge
3. Customer analysis/relations
4. Selling process
5. Sales presentations
6. Ethics of selling.

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.