

St. Petersburg College
College of Business

Course Syllabus
MAR 4413-3599 Sales, Negotiations, and Customer Relations Management
Spring 2015

Welcome to Sales, Negotiations, and Customer Relations Management! It is a privilege to be your instructor this semester and I am looking forward to our journey together. During the semester, you will have an opportunity to solidify your business acumen with regards to selling, negotiating, and relationship building. In this exciting and challenging course (5-10 hours/week) you will sell your own offerings to further your career path and knowledge in this key discipline.

Faculty:	Charles J. DiMarco, MBA
Office Location:	By appointment
Telephone:	727-394-6003
Email:	All email correspondence pertaining to this course must go through MyCourses. If you have questions on how to send emails within MyCourses please contact the SPC Technical Support at (727) 341-4357.
Office Hours:	By appointment
Class Days/Time:	EC-Internet Mar 16 – May 7
Prerequisites:	Admission to College of Business: International Business BAS, or Management & Organizational Leadership BAS program or Sustainability BAS or Business Administration BS.

About your Faculty:

Mr. DiMarco has spent the last 18 years immersed in Marketing and Branding disciplines. Specifically, he has served as the Director of Strategic Marketing for a national fitness chain as well as the Marketing Manager for a global optical organization. His experiences include roles in branding, strategic marketing, social media marketing, sales, product management, financial management, entrepreneurial start-ups, and global operations.

Mr. DiMarco has had the opportunity to travel to Italy, Ireland, and the Philippines to help address the needs and strategic direction of the organizations for which he has worked. He is currently serving as the Vice President of Operations for a global fitness education organization.

He has an MBA and an undergraduate degree in Marketing from the University of South Florida. His philosophy towards teaching, and his goal for each semester, is to communicate and facilitate the key knowledge elements and practical applications so the students succeed in the classroom and in life.

Course Description: This course focuses on addressing the issues, processes and strategies related to professional selling and sales management. This is a comprehensive course in the art of selling, focusing on relationship building, negotiating and sales management. Various techniques will be explored, including prospecting, lead management, product introduction, negotiation, closing strategies and relationship management.

Course Outcomes – Major Learning Objectives (MLOs):

1. The student will demonstrate an **understanding of the sales management process** in a domestic and global environment which relates to the other functional areas within a company.
2. The student will identify the interdependent **components of professional selling** and understand the importance of relationship management in a business-to-business setting.
3. The student will develop an understanding of the core philosophies, techniques, tactics and **strategies used in negotiating sales** in a business-to-business and consumer environment.
4. The student will analyze situations unique to the sales function with regard to **closing the sale** and post-purchase contact management.
5. The student will **demonstrate an understanding of Customer Relationship Management (CRM)** tools, techniques and available technology to aid in the selling and sales management process.

Required Texts/Readings/Resources:

1) *Selling Today – Partnering to Create Value* By Manning, Ahearne, Reece (bundled with *The Mind and Heart of the Negotiator* by Leigh Thompson)

- EDITION: 13TH
- PUBLISHER: Pearson
- ISBN-10: 1-323-01464-0
- ISBN-13: 978-1-323-01464-6

(MyMarketingLab activities in the book are currently optional and not required)

2) *The Mind and Heart of the Negotiator* by Leigh Thompson (included in your *Selling Today* bundle noted above).

- EDITION: 6TH
- PUBLISHER: Pearson
- ISBN-10: 1-323-01464-0
- ISBN-13: 978-1-323-01464-6

Other Readings:

3) Free and provided in MyCourses - *Effective Customer Relationship Management* by Dr. Sauers

- ISBN: 1604975148

APA Manual, 6th edition. ISBN: 978-1-4338-0561-5 and use Purdue Owl:

<http://owl.english.purdue.edu/owl/resource/560/01/>

Other equipment:

Online section required: Webcam

Library Liaison:

Alex Bawell, Bawell.Alex@spcollege.edu

Tutors and support: <http://www.spcollege.edu/gethelp/>

Smarthinking Writing Feedback:

Please turn in all papers to Smarthinking Student Tutoring (link in MyCourses) for feedback before submitting.

Students Should Anticipate That Your Instructor Will:

- Respond to all email within 24 hours - Monday through Friday.
- Notify you in advance if I will be out of contact for more than two days.
- Have your assignments and exams graded within one week of submission.
- Keep your grades up to date in MyCourses.
- Calculate and enter your grade for this course before the submission deadline so you can view your final grade via your MySPC area the next day.

Course Requirements & Criteria for Evaluation:

This is an 8-week online course. However, virtual classroom attendance is mandatory each week, and will be measured by multiple variables from discussion posting, tests and case studies to student exercises, projects and field research. Students are expected to be familiar with the online Learning Management System MyCourses, and are required to complete the online coursework weekly. Weekly virtual participation is a required element for successful completion.

Late assignments are not accepted; no exceptions. In the event of a medical emergency, see Instructor for details on college policy. **All weekly course work is due Friday evenings by 11:55PM; except for the Module/Week 8 items, which are due on Tuesday of Week 8.** All exams are open book.

- **This course is based on several gradable components:**
 - Every week for Modules/Weeks 1-8, you will have two (2) items due for a grade:
 1. A quiz on the weekly reading and learning (10 points)
 2. A 2-3 page assignment discussion post which is a piece of the course project (5-10 points). A reply post to a classmate is also required so make your initial post early.
 - You may work ahead in this course.

Assignment Details & Deadlines:

- All assignment details & deadlines can be found in MyCourses under the "Course Content" tab.
- **All weekly course work is due Friday evenings by 11:55PM; except for the Module/Week 8 items, which are due on Tuesday of Week 8.** SPC servers monitor official time. Please do your best to not wait until the last minute to submit assignments!

- Please check MyCourses to review all lessons and expectations. The schedule below is intended to serve as a guideline and is subject to change. Students are required to check MyCourses to stay current with all assignments.

<u>Wk</u>	<u>Topics, Readings, Points</u>	<u>Due Date</u>
1	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 1 - Understand the Sales Management Process • Personal Selling Philosophy - Ch.1-2 Selling Today <ul style="list-style-type: none"> ○ Chapter 1: Relationship Selling Opportunities in the Information Economy ○ Chapter 2: Evolution of Selling Models that Complement the Marketing Concept • Chapter 1 in The Mind and Heart of the Negotiator <p>Due for Grades:</p> <ul style="list-style-type: none"> • Chapter 1-2 Selling Today Quiz (Module/Week 1) (10 points) • Project Assignment (Module/Week 1) (5 points) 	03/20
2	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 2 - Identify Components of Professional Selling • Developing a Relationship Strategy - Ch.3-5 Selling Today <ul style="list-style-type: none"> ○ Chapter 3: Ethics – The Foundation for Partnering Relationships That Create Value ○ Chapter 4: Creating Value with a Relationship Strategy ○ Chapter 5: Communication Styles – A Key to Adaptive Selling Today • Chapter 2 in The Mind and Heart of the Negotiator <p>Due for Grades:</p> <ul style="list-style-type: none"> • Chapter 3-5 Selling Today Quiz (Module/Week 2) (10 points) • Project Assignment (Module/Week 2) (8 points) 	03/27
3	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 2 - Identify Components of Professional Selling • Developing a Product Strategy - Ch.6-7 Selling Today <ul style="list-style-type: none"> ○ Chapter 6: Creating Product Solutions ○ Chapter 7: Product-Selling Strategies that Add Value • Chapter 3 in The Mind and Heart of the Negotiator <p>Due for Grades:</p> <ul style="list-style-type: none"> • Chapter 6-7 Selling Today Quiz (Module/Week 3) (10 points) • Project Assignment (Module/Week 3) (8 points) 	04/03
4	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 3 – Understand Strategies Used in Negotiating Sales • Developing a Customer Strategy - Ch.8-9 Selling Today <ul style="list-style-type: none"> ○ Chapter 8: The Buying Process and Buyer Behavior ○ Chapter 9: Developing and Qualifying Prospects and Accounts • Chapter 4 in The Mind and Heart of the Negotiator <p>Due for Grades:</p> <ul style="list-style-type: none"> • Chapter 8-9 Selling Today Quiz (Module/Week 4) (10 points) • Project Assignment (Module/Week 4) (10 points) 	04/10

<u>Wk</u>	<u>Topics, Readings, Points</u>	<u>Due Date</u>
5	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 3 – Understand Strategies Used in Negotiating Sales • Developing a Presentation Strategy - Ch.10-12 Selling Today <ul style="list-style-type: none"> ○ Chapter 10: Approaching the Customer with Adaptive Selling ○ Chapter 11: Determining Customer Needs with a Consultative Questioning Strategy ○ Chapter 12: Creating Value with the Consultative Presentation • Chapter 5 in The Mind and Heart of the Negotiator <p>Due for Grades:</p> <ul style="list-style-type: none"> • Negotiation Quiz on Chapters 1-5 (Module/Week 5) (10 points) • Project Assignment (Module/Week 5) (10 points) 	04/17
6	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 4 - Analyze Closing the Sale • Closing & Service - Ch.13-15 Selling Today <ul style="list-style-type: none"> ○ Chapter 13: Negotiating Buyer Concerns ○ Chapter 14: Adapting the Close and Confirming the Partnership ○ Chapter 15: Servicing the Sale and Building the Partnership • Chapter 6 in The Mind and Heart of the Negotiator <p>Due for Grades:</p> <ul style="list-style-type: none"> • Chapter 13-15 Selling Today Quiz (Module/Week 6) (10 points) • Project Assignment (Module/Week 6) (10 points) 	04/24
7	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 5 - Demonstrate an Understanding of Customer Relationship Management • Management of Self and Others (CRM) - Ch.16-17 Selling Today <ul style="list-style-type: none"> ○ Chapter 16: Opportunity Management: The Key to Greater Sales Productivity ○ Chapter 17: Management of the Sales Force • Chapter 7-8 in The Mind and Heart of the Negotiator <p>Due for Grades:</p> <ul style="list-style-type: none"> • Project Assignment (Module/Week 7) (10 points) 	05/01
8	<p>Learning Objectives/Topics:</p> <ul style="list-style-type: none"> • MLO 5 - Demonstrate an Understanding of Customer Relationship Management • Management of Self and Others (CRM) - Ch.16-17 Selling Today <p>Due for Grades:</p> <ul style="list-style-type: none"> • Project Assignment (Module/Week 8) (8 points) • Mind and Heart of Negotiator Chapters 6-8 Quiz (10 points) 	05/05

Grading Policy:

90% - 100% A

80% - 89% B

70% - 79% C
60% - 69% D
59% and below F

You may work ahead in this course.

Your professor understands and respects that you need feedback to make progress. Grading should be completed within a week after the due date. Your grades are posted in MyCourses and you can also calculate your grade by taking your total points earned / total possible points to find your percentage. Grading is completed once/week. If you want to calculate your running average, take the total points you've earned that have been graded out of the total possible points that have been graded up to that point = PTS you've earned / Total possible PTS that have been graded = your real-time grade (139 total points for the entire semester).

Discussion Post Criteria (a reply to a classmate's discussion post is required each week - submit early so you have time to respond to each other):

Please keep in mind that the Discussion Question posts should be substantive and fully answer the question. Key points and guidelines in writing (and my grading) the posts and responses are as follows:

- a. Discussion posts must be relevant to the specific question being discussed. Pay particular attention to the directions and what is being asked and required.
- b. The initial posts need to demonstrate an understanding of the discussion topic with reference to your textbook, assigned readings, and additional material. Your submissions should be detailed and significant in length to fully respond to the post.
- c. The initial posts and responses need to be objective, thoughtful, and responses to your classmates' posts need to engage with the topic and provide proper analysis. It is always encouraging to say "good job" and "I agree" in your response, however, that does not provide true analysis and feedback for a grade regarding a response. Please analyze appropriately and provide qualitative feedback in your responses.
- d. As with all Assignments, Posts, and Submissions please ensure you review and check for proper grammar, spelling, punctuation, and sentence structure. These elements are critical in your communications and you want to ensure these items do not take away from your analysis and submission. Please review before submitting and posting.

Independent Component: All upper-division marketing courses in the College of Business have some "Independent Study" component. This is "in addition" to the actual virtual/course meetings listed above, and is to be completed "outside of the classroom learning." This is by design, and intended to serve as additional individual student work to extend the classroom learning experience and intended to fulfill the requirement for business studies at SPC.

While the details may vary from course to course, they will likely include, but not be limited to: (1) Secondary Research, (2) Applied Fieldwork, (3) Project-based deliverables, (4) Case Identification & Evaluation, (5) Current Event Assessment, (6) Personal Interviews, (7) Independent Readings, (8) Discipline / Experience Diaries, and (9) Reflection Papers. This mandatory independent study component will augment the traditional classroom modality for all eight-week courses. Due to the dynamic nature of marketing with respect to the discipline, content currency, and application of principles, practices, methods, techniques and strategies, the

independent study component(s) will change from term-to-term, and class-to-class. Any questions on this course aspect should be directed to the course instructor.

Resources & References: See the SPC library for various discipline & industry publications. All assignments must be in APA format, Word format, and submitted as an attachment.

Classroom Protocol:

Attendance and participation is required.

Dropping and Adding:

Students are responsible for understanding the policies and procedures about add/drop, etc.

Academic Honesty:

Cheating on Examinations and Assignments

Academic misconduct consists of cheating of any kind with respect to examinations and assignments as well as the unauthorized possession and/or use of exams, papers, and materials. Cheating includes unauthorized use of “crib” notes, “cheat sheets”, cell-phones, PDA’s, I-Pods, and collusion with other students. Additionally the use of test banks, answer keys, stolen exams and instructor’s manuals are expressly forbidden from usage by students at any time during this course.

- **Plagiarism:** as defined by the Little, Brown Essential Handbook for Writers, 4th edition, is the presentation of someone else’s ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense (Aaron, 2001).
- **Deliberate plagiarism:** is copying a sentence from a source and passing it off as your own and, summarizing someone else’s ideas without acknowledging your debt (ex. buying a term paper and handing it in as your own) (Aaron, 2001).
- **Accidental plagiarism:** is forgetting to place quotation marks around another author’s or writer’s words, omitting a source citation because you’re not aware of the need for it, or carelessly copying a source when you mean to paraphrase (Aaron, 2001).

Guidelines:

“Give credit where credit is due. Inevitably, you will use other people’s discoveries and concepts, building on them creatively. But do not compromise your honor by failing to acknowledge clearly where your work ends and that of someone else begins.” (USNA, 2004)

Papers will be routinely and randomly submitted to www.turnitin.com for review. In the absence of guidance from the instructor, reference the APA Style Manual.

Discipline for Academic Misconduct:

The instructor has the authority to determine whether plagiarism or cheating has occurred. Appropriate action will be taken by the instructor and SPC depending upon the nature of the infraction. Review the information in the link provided to ensure a clear understanding of the SPC policies and rules for academic honesty.

<http://www.spcollege.edu/academichonesty/>

SYLLABUS ADDENDUM:

ADDENDUM LINK: <http://www.spcollege.edu/addendum/index.php>

ACADEMIC HONESTY <http://www.spcollege.edu/academichonesty/>

CAMPUS SAFETY AND SECURITY <http://www.spcollege.edu/safety/>

SEXUAL PREDATOR INFORMATION <http://offender.fdle.state.fl.us/offender/homepage.do>

SPECIAL ACCOMMODATIONS http://www.spcollege.edu/central/hr/accommodations_manual.htm

LIBRARY SERVICES <http://spcollege.edu/libraries/>

In the event that topics listed in this addendum also appear in your syllabus, please note that you should rely on the addendum information as the most current and correct information.

KEY TOPICS COVERED IN THE ADDENDUM INCLUDE BUT ARE NOT LIMITED TO:

- COLLEGE POLICY REGARDING COURSE DROP-ADD PERIOD AND AUDIT INFORMATION
- GRADING AND REPEAT COURSE POLICIES
- ATTENDANCE/ACTIVE PARTICIPATION/WITHDRAWAL POLICIES
- FEDERAL GUIDELINES RELATED TO FINANCIAL AID AND TOTAL WITHDRAWAL FROM THE COLLEGE
- ACADEMIC HONESTY
- STUDENT EXPECTATIONS
- EMERGENCY PREPAREDNESS
- CAMPUS SAFETY AND SECURITY
- SEXUAL PREDATOR INFORMATION
- SPECIAL ACCOMMODATIONS
- LIBRARY SERVICES
- DISABILITY RESOURCES