



MAR 2410 - 0680: Personal Selling SPRING 2024 - Online 8 Week Schedule

Professor's Name: July E. Llanes, MBA

Instructor Page: <https://web.spcollege.edu/instructors/id/llanesbonilla.july>

Contact Email: Use MyCourses when communicating with me for this course

Email Info: All email correspondence pertaining to this course must go through MyCourses. This will send your message to me only (not all of SPC). If you have questions on how to send emails within MyCourses please contact the SPC Technical Support at (727) 391-4357.

COURSE DESCRIPTION

This course is a study of the buying-selling cycle with emphasis on the role of salespeople in the free-enterprise system, application of sales principles, components of the sales presentation, and an introduction to sales management. 47 contact/online hours. Credits: 3.

COURSE GOALS

By the end of this course, you should be able to meet the following objectives:

1. The student will demonstrate an understanding of Personal Selling.
2. The student will demonstrate an understanding of the forms of sales careers.
3. The student will demonstrate an understanding of the purpose of building trust and sales ethics.
4. The student will demonstrate an understanding of the concept of communicating effectively.
5. The student will demonstrate an understanding of "Buyers" motives.
6. The student will demonstrate an understanding of prospecting.

7. The student will demonstrate an understanding of expanding customer relationships.
8. The student will demonstrate an understanding of creating value.

TECHNICAL SUPPORT

If you experience technical issues with your computer or MyCourses contact the Help Desk. I am unable to assist with technical issues. Do not contact the help desk for questions concerning assignments or to request a drop box be opened to submit an assignment.

SPC Technical Help Desk (727) 341-4357 (HELP) onlinehelp@spcollege.edu

An updated version of Microsoft Word and Office (2010 or above) is required.
Other document programs cannot be used for submissions

TEXTBOOK & SOFTWARE REQUIREMENTS

Students in this course are required to obtain a NEW copy of the textbook/eBook listed below, offered at the SPC Bookstores or through Cengage. Successful completion of this course is dependent on course materials and access to a computer and Internet. The necessary technology is available at all SPCollege campuses for students that do not have access at home or at work. See The Covid19 addendum listed at the end of this document.

Don't wait to get your materials. You have assignments due this weekend.

VERY IMPORTANT: Week eight's assignments are due on Tuesday, March 06, 2024, so grades can be submitted by Thursday of that week.

Week 1

Complete these assignments by Sunday at 11:59PM

ECP assignment due. Read this syllabus thoroughly to find these instructions.

READ CHAPTER 1. Overview of Personal Selling

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

READ CHAPTER 2. Building Trust and Sales Ethics

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

Week 2

Complete these assignments by Sunday at 11:59PM

TEST 1, Chapters 1 and 2

READ CHAPTER 3. Understanding Buyers

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

READ CHAPTER 4. Communication Skills

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

Week 3

Complete these assignments by Sunday at 11:59PM

TEST 2, Chapters 3 and 4

READ CHAPTER 5. Strategic Prospecting and Preparing for Sales Dialogue

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

Read the "Sales Topic Proposal Instructions" and write a one-page paper for submission by Sunday night at 11:30 p.m.

Week 4

Complete these assignments by Sunday at 11:59PM

READ CHAPTER 6. Planning Sales Dialogues and Presentations

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

TEST 3, Chapters 5 and 6

Week 5

Complete these assignments by Sunday at 11:59PM

READ CHAPTER 7. Sales Dialogue: Creating and Communicating Value

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

READ CHAPTER 8. Addressing Concerns and Earning Commitment

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

Week 6
Complete these assignments by Sunday at 11:59PM

TEST 4, Chapters 7 and 8

Sales Project "Reports" are due to the drop box by 11:30 p.m.

Week 7
Complete these assignments by Sunday at 11:59PM

READ CHAPTER 9. Expanding Customer Relationships

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

READ CHAPTER 10. Adding Value: Self-Leadership and Teamwork

Attempt this chapter's quiz at least once by the due date to make the next quiz or test available.

Week 8
Complete these assignments by **TUESDAY, MARCH 6TH, 2024 at 11:59PM**

TEST 5, Chapters 9 and 10

MAR2410 - Personal Selling Required Materials

SELL, 6th edition
Ingrahm and LaForge. ISBN 9781337408004



PREREQUISITES

There are no prerequisite courses for enrollment in this course. Basic SPCollege rules of student admissions and course enrollment do apply. If you have questions regarding matters of enrollment, please speak with your Academic Advisor or contact a MAP Center at one of our campuses for assistance and guidance.

TENTATIVE COURSE SCHEDULE

Assignment due dates are listed under the Table of Contents of this course and will challenge you with weekly quizzes, section tests, a sales report proposal and related research paper. There is no cumulative final exam. See the breakdown below:

Chapter Quizzes: 10 @ 25 points each = 250 points
 Test Assessments: 5@ 100 points each = 500 points
 Research Topic Submission for Approval: 1 @ 50 points = 50 points
 Research Paper Assignment: 1 @ 200 points = 200 points

Total Points = 1000

Total Points	Letter Grade	Percentage (Approximate)	Grade Point
900-1000	A	90 - 100%	4.0
800-899	B	80 - 89%	3.0
700-799	C	70 - 79%	2.0
600-699	D	60 - 69%	1.0
0-599	F	0 - 59%	0.0
	W	Withdrawal - system generated	N/A
	WF	Withdrawal Failure - system generated	0
	AU	Audit	N/A
	I	Incomplete	N/A

GRADEBOOK GUIDELINES

The grading of your individual research paper is in part a subjective process. The following areas are considered and reviewed for quality, quantity and content:

Content, Focus, Use of Text/Research	Analysis and Critical Thinking	Writing Style, Grammar, APA Format (when assigned)
50%	30%	20%
Response: successfully answers the assignment question(s); thoroughly uses the text and other resources.	Response exhibits strong Higher-order critical thinking and analysis (e.g., evaluation).	Sentences are clear, concise, and in a direct appropriate tone. Grammatical skills are strong with almost no errors per page. Correct use of APA or MLA format when assigned.

ATTENDANCE POLICY

It is important that students log into their course during the first two weeks of class and actively participate to insure they do not get dropped from the class.

Merely logging into your course during the first two weeks does not constitute participation. Active participation for this course will be measured by submitting your weekly assignments by Sunday or as otherwise indicated.

I will verify that students are in attendance at least once each week during the first two weeks of class. Students classified as "No Show" (not submitting their assignments in My Courses) for both of the first two weeks will be administratively withdrawn.

Immediately following the 60% point of the term, I will verify which students are actively participating in class. Students classified as not meeting the criteria for active class participation will be administratively withdrawn with a "WF". Students will be able to withdraw themselves at any time during the term. However, requests submitted after the 60% deadline will result in a "WF".

If some event interferes with submitting your course work, notify your instructor before assignments are due. No late assignments will be accepted without medical documentation.

Students who register after the session has begun will be responsible for any assignments or material already covered.

SPC TUTORING & RESOURCES

We offer many different types of tutoring for ALL SPCollege students at all campuses. Additionally, we have writing support and library research support services. If you feel you would benefit from additional assistance, do not hesitate to contact your SSS (Student Support Services) Office, your Academic Advisor or notify your instructor. Remember we are here to help you. All you have to do is ask!

ONLINE COMMUNICATIONS GUIDELINES

Interactions in an online classroom are in written form. Your comfort level with expressing ideas and feelings in writing will add to your success in an online course. The ability to write is necessary, but you also need to understand what is considered appropriate when communicating online. The word "netiquette" is short for "Internet etiquette." Rules of netiquette have grown organically with the growth of the Internet to help users act responsibly when they access or transmit information online. Put a word document stating that you read and understand the complete course outline and schedule in the ECP drop box by the end of the first week and I'll give you ten free points! Don't tell anyone. You earned it! As a student, businessperson or potential entrepreneur you should be aware of the common rules of netiquette for the Web and employ a communication style that follows these guidelines. Of course, you can find a great deal of information on this topic on-line.

Rules of engagement

- Be considerate. Rude or threatening language, inflammatory assertions (often referred to as "flaming"), personal attacks, and other inappropriate communication will not be tolerated.
- Never post a message that is in all capital letters -- it comes across to the reader as shouting!
- Use boldface and italics sparingly, as they can denote sarcasm.

- Keep messages short and to the point.
- Always practice proper spelling, good grammar, punctuation, and composition in all course emails. It is reflection of your student and work ethic.
- Do not write in "text code" when emailing anyone.
- Keep in mind that threaded discussions are meant to be constructive exchanges.
- Remember that your emails are all saved throughout the duration of the course and archived with SPC at the conclusion of the term. Remember, post a short note that you read and understand the syllabus completely in the ECP box. I will give you 10 bonus points. Shhh, don't tell anyone, you deserve them for reading thoroughly.
- Be respectful and treat everyone as you would want to be treated yourself.
- If you receive an upsetting email "cool off" before you respond.
- Spell check!

QUIZZES AND TESTS

VERY IMPORTANT:

Do not skip any quizzes! You must complete an attempt at every quiz before the deadline locks you out. Completing at least one attempt before a deadline will open the next quiz or test. You can work ahead, but you cannot be late!

SYLLABUS ADDENDUM & INFO

Link for revised syllabus addendum: <https://www.spcollege.edu/addendum/>

Covid 19 update page: <https://www.spcollege.edu/spc-updates>

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.
 Covid19