St. Petersburg College
SPC

COURSE SYLLABUS

Sales and Customer Relationship Management

MAR4413 Section 2905

Online Instruction

Semester 0640: Fall 2024

View [How to Be a Successful Student](#) which provides details about success factors and links to the most current version of fluid information, such as the academic calendar.

IMPORTANT NOTE: This class uses the course calendar to display all assignment due dates.

WELCOME

Welcome to Sales and Customer Relationship Management! In this course, you will hone your sales skills and acquire new strategies to help you relate with customers and promote sales. You should enjoy learning to easily pinpoint other people's personalities and communication style, and your knowledge will help you to adapt your sales style to best appeal to varying types of customers. Tip: This can help in your personal life, too!

You'll be assigned a publicly traded company for whom you will act as a sales representative for your course project. Just like in real life, you'll get a customer (B2B) who will be randomly selected for you, and you'll have to build a relationship with this individual and ultimately deliver a knock-out sales presentation.

Most students will spend an average of about 15 hours a week to be successful in this course. In addition to the reading, you will complete weekly activities and quizzes in MyLab Marketing, as well as participate in class discussions and complete an individual course sales project. You will need a webcam to record your introduction and your video sales presentation.

You can expect to receive specific feedback so that you know what you're doing well and how to improve your performance in weaker areas. When you email me, you should get a response within 24 hours and often much sooner. On the other hand, I urge you not to wait until the night an assignment is due to contact me, as I may not be able to reply to your question before the assignment deadline.

Hopefully, you've planned well and are positioned to be successful, so let's get ready to sell!

INSTRUCTOR

Name: July E. Llanes-Bonilla, MBA

Email: llanesbonilla.july@spcollege.edu

Online Chat Hours: Available upon request

Office Location: Remote location

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

ACADEMIC DEPARTMENT

DEAN

Name: Emmanuel Hernandez-Agosto

Office Phone Number: 727-712-5407

Email: hernandez.emmanuel@spcollege.edu

Appointment Information: Call or Email contacts above to schedule an appointment

COURSE INFORMATION

Course Description

This course focuses on addressing the issues, processes and strategies related to professional selling and customer relationship management, providing insight into the art of selling, relationship building, and sales management. Concepts explored include prospecting, lead management, product introduction, closing strategies and relationship management. This course has no pre-requisites.

Course Goals & Objectives

1. The student will describe how the sales management process functions within a company by:

    a. differentiating among organizational design models of sales operations.

    b. discussing issues unique to product, customer and presentation strategies.

    c. explaining how to evaluate sales opportunities against company goals.

2. The student will assess the interdependent components of professional selling and relationship management by:

a. comparing the various methods associated with providing customers a value proposition.

b. contrasting the different approaches to successful relationship management.

c. appraising sales resources.

3. The student will apply the core techniques and strategies used in selling by:

a. clarifying the true needs, wants and intentions of a customer.

b. assessing the best approach for establishing and maintaining positive customer relationships.

c. selecting motivational tools which contribute to equitable compensation and maximum performance.

4. The student will analyze situations unique to the sales function with regard to closing the sale and post-purchase contact management by:

a. evaluating alternative closing strategies used among major selling organizations.

b. identifying a communication and presentation approach for closing a sale in various situations.

c. comparing effective approaches to post-sale customer management.

5. The student will apply Customer Relationship Management (CRM) tools, techniques and available technology to aid in the selling and sales management process by:

a. describing the purpose and role that CRM plays in the sales management process in large and medium-sized organizations.

b. identifying suitable CRM systems for various marketing situations.

c. planning the best CRM approach for a specific sales situation.
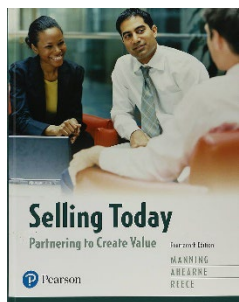
Availability of Course Content

Students will be able to work ahead in MyLab Marketing and in MyCourses.

Other Critical Course Expectations

Need webcam for creating sales presentation.

REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION

Required Textbook

Selling Today: Creating Customer Value, 14th ed. Pearson. MyLab Marketing. Authors: Manning, Ahearne & Reece.

Publisher Information: Pearson

This course is part of the First Day Inclusive Access Program. First Day is a partnership between Barnes & Noble College, SPC and the Publisher to bring your course materials to you through MyCourses at the lowest price in the marketplace, on the first day of class.

You have the option to opt out of the program within the first week of class if you want to purchase your materials elsewhere. Opting out of the program is likely to cause you to pay a higher rate.

SPC will bill your student account at the discounted price after the opt-out deadline passes.

If you are using a 3rd party vendor for your course materials and are Chapter 31, Vocational Rehabilitation, Dual Enrollment, etc. we will bill the 3rd party vendor for you.

LEARNER SUPPORT

Answers to questions regarding accommodations may be found at the Accessibility Services site. If you are in need of accommodations, please contact a campus Accessibility Services Coordinator. If you need a Sign Language Interpreter, complete the Interpreter/Captionist Request Form.

Titans Care

As an SPC student it's vital that you know Titans Care. You can access resources through SPC's Student Assistance Program (SAP), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge, and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.

View the Learning Resources site.

View the Learning Center Tutoring Schedules.

View the Student Services site.

IMPORTANT DATES

Course Dates: 10/07/2024 – 12/6/2024

Last Day to Drop With A Refund: 10/11/2024

Last Day to withdraw with Grade of "W" (70% date): 11/12/2024

View Financial Aid Dates

DISCIPLINE-SPECIFIC INFORMATION

In this section, you can provide discipline-specific information as well as program information with links (e.g., disposition, standards, etc.)

ATTENDANCE

View the college-wide attendance policy included in How to Be a Successful Student.

The policy notes that each instructor is to exercise professional judgment and define "active participation" in class (and therefore "attendance"), and publish that definition in each syllabus.

For this class, attendance is defined as: Enter attendance definition here.

QM 1.4: State or link to course and institutional policies with which the learner is expected to comply.

GRADING

All assignments and activities must be completed by the due date. Late work will not be accepted due to computer problems, lack of a textbook, travel, sickness, or anything short of a documented, serious extenuating circumstance, such as your being in in the hospital for an extended period of time. This policy is in place to assure that all students are treated equitably and consistently.

How to check your Grades and review feedback:

- Checking Your Grades

- Reviewing Dropbox Submissions

- Checking Discussion Grades and Feedback

- Reviewing Quiz Submissions

Grading Scale

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

ASSIGNMENTS

Specific due dates for assignments are listed in the Course Calendar. The best way to access the calendar is with the List view.

Lab activities and quizzes: Due on Saturdays.

Discussions: 1st post on Saturdays. Peer replies due on Sundays.

Project deliverables: Due on Sundays.

STUDENTS' EXPECTATIONS AND INSTRUCTOR'S EXPECTATIONS

REQUIRED INTERACTION

What to expect:

High achieving students spend an average of about 15 hours a week to be successful in this course. In addition to the reading, you will complete weekly MyLab assignments and quizzes, as well as discussions and a course project.

You can expect to receive specific feedback so that you know what you're doing well and how to improve your performance in weaker areas. When you email me, you should get a response within 24 hours and often much sooner.

Participation, Conduct, and Netiquette

SPC has outlined expectations for student behavior and interaction for online discussions, email, and other forms of communication. View the Student Expectations in [How to Be a Successful Student](#).

Academic Honesty

View the [Academic Honesty Policy](#).

Copyright

Copyrighted material within this course, or posted on this course website, is used in compliance with United States Copyright Law. Under that law you may use the material for educational

purposes related to the learning outcomes of this course. You may not further download, copy, alter, or distribute the material unless in accordance with copyright law or with permission of the copyright holder. For more information on copyright visit: Copyright.gov.

TURNITIN

The instructor of this course may require use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Review the Turnitin Usage Agreement. Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

View the Reviewing a TurnItIn/Originality Report tutorial.

STUDENT SURVEY OF INSTRUCTION

The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

TECHNOLOGY

Minimum Technology Requirements

View the Technical Requirements for MyCourses.

SPC offers Microsoft Office software to current students at no additional cost. The software is available for both Windows and Mac computers. View the How to Download Microsoft Office 2016 tutorial.

QM 1.5: State the minimum technology requirements for the course and information on how to obtain the technologies.

Minimum Technical Skills

Specify the minimum technical skills expected of the learner: general and course-specific learners must have to succeed in the course.

Students should know how to navigate the course and use the course tools. Dropbox-style assignments may require attachments in either Microsoft Word (.doc or .docx) or Rich Text Format (.rtf), so that they can be properly evaluated. If an attachment cannot be opened by the

instructor, students will be required to re-format and re-submit an assignment so that it can be evaluated and returned with feedback.

MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

QM 1.6: State the computer skills and digital information literacy skills expected of the learner.

Technical Support

Technical support is available via the SPC Technical Support Center.

QM 7.1: Articulate or link to a clear description of the technical support offered and how to obtain it.

Accessibility of Technology

- MyCourses (Brightspace by Desire2Learn) Accessibility
- Turnitin Accessibility
- Honorlock Accessibility
- Google (YouTube) Accessibility
- Ensemble Accessibility
- Cengage Accessibility
- McGraw-Hill Accessibility
- Pearson Accessibility

QM 8.6: Provide vendor accessibility statements for all technologies required in the course.

Privacy

- MyCourses (Brightspace by Desire2Learn) Privacy
- Turnitin Privacy
- Honorlock Privacy
- YouTube Privacy
- Ensemble Privacy
- Cengage Privacy
- McGraw-Hill Privacy

- [Pearson Privacy](#)

QM 6.4: Provide learners with information on protecting their data and privacy.

Instructional Continuity Plan

To be prepared in the event of weather or other emergency disruptions, review the [Emergency Preparedness Procedures for Students](#).