

THE ART OF SELLING AND PERSONAL DYNAMICS-01 (MKTG 3801)
James H. Burton, Ph.D. (RELE 3701)
Tuesdays, Spring 2019

Office #170; Cell 678.378.0384.

Office Hours: Tuesday 3:00–5:30 pm; and by appointment.

Objective and Scope

The central purpose of this course is to acquaint the student with the theoretical, analytical, and practical framework in which personal selling occurs. The course concentrates on structured experiences using the experiential learning model, sales presentations, lecturettes, and class participation. The material presented assumes a basic background in verbal & written communication.

Required Texts: Futrell, ABC's of Relationship Selling, 13th edition, McGraw-Hill, 2018.

The **GOALS** of the class are:

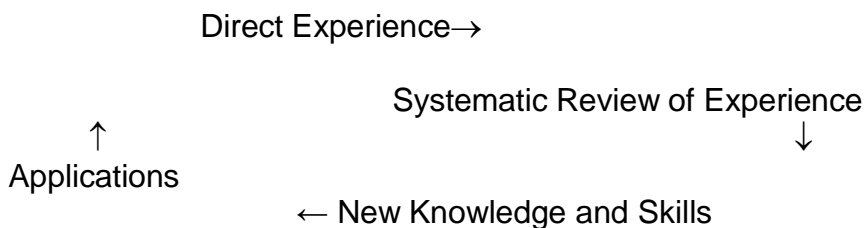
- a. To learn more about the **principles of selling by YOU reading & studying the textbook** (BBA 3).
- b. To learn more about **selling by YOU taking the Chapter quizzes** (BBA 3).
- c. To present basics of text with PowerPoint (BBA 1, 3, 6).
- d. To test your learnings with two cognitive tests (BBA 1, 2, 3, 6).
- e. To practice selling by doing two **sales presentations** (BBA 1, 2).
- f. To learn more about **win/win negotiating strategies** (BBA 5, 6).
- g. To improve **self-awareness and understand personal dynamics** (BBA 5, 6).
- h. To enhance **self-confidence** (BBA 1, 5, 6).

Supplemental Reading: All class handouts are required reading.

Student Norms (Behaviors Expected During Class)

1. Participation
2. Responsibility
3. Openness
4. Experimentation
5. Honesty
6. Focus on useful skills
7. Fun!!!

Experiential Learning Model



Teaching Methods

Classes will be conducted as a mixture of lecturettes and structured experiences, each having specific learning objectives. Guest lecturers and facilitators will be invited when appropriate. Feedback techniques, including video equipment, will be used extensively.

Grading

1. **Attendance** - 5 points will be subtracted from overall grade average for each class missed; continual tardiness will also result in reduced grade points.
2. **Sales Presentations** – 20%-25% each- By enrolling in this class you agree that Dr. Burton may grade your sales presentations in any manner that he selects. Pop quizzes may also be given to test your reading assignments.
3. Average of **Chapter quizzes** – 20%-25%
4. Two cognitive **tests** – 20%-25% each.
5. Comprehensive or experiential Final Exam – 0% to 25%.

By enrolling in this class, you hereby agree to study the textbook, complete the chapter quizzes on time, study the handouts, and complete ALL homework assignments.

Make-up Exams:

Any student who misses a quiz, an examination, or scheduled deadline without arrangements for making up such work made *in advance* will be given a ZERO for missed work. Students may request, in advance of an examination or deadline, an alternative time, but must provide a reason acceptable to the professor why the regularly scheduled deadline cannot be met. A different exam or assignment may be used and/or penalties may be assessed for make-up exams or work.

Cheating:

Academic dishonesty on any exam or assignment will result in a zero on the exam, an F for the course, a note recording the incident on the student's permanent record, and the student reported to the Vice-President of Student Services for appropriate disciplinary action by the University. Students not familiar with what constitutes academic dishonesty or those unfamiliar with the appeals procedures regarding academic dishonesty should refer to the [Uncatalog Appendix A](#) and [Appendix J](#), respectively.

Disruptive Behavior:

Arriving late, leaving early, talking during lectures, interrupting others, and receiving cell phone calls or text messages while in class, are some of the most common ways students may interrupt a class and encourage others to do the same. If you consistently show evidence of this behavior, the instructor will give you first a verbal warning. If the behavior continues, you will be dropped from the course with an "F" grade. Respectful behavior is expected online at all times. Please review the CORE RULES FOR NETIQUETTE: <http://www.albion.com/netiquette/corerules.html>

Student Rights and Responsibilities:

Please carefully review the information at the following link:

<http://www.westga.edu/assetsDept/vpaa/CommonLanguageforCourseSyllabi.pdf>

The document at this link contains important information pertaining to your rights and responsibilities in this class.

Campus Carry: If you have questions about the new Campus Carry Law in Georgia, please visit the UWG web site: <https://www.westga.edu/police/campus-carry.php>

Credit Hour Policy (3 credit hours): For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, quizzes, readings, assignments, projects, group work, research, and test preparation.

Disclaimer:

The course plan and the course outline are a general plan for the course; deviations may be necessary. Please **CHECK YOUR CLASS EMAIL AND ANNOUNCEMENTS DAILY**. Last Day to WITHDRAW with “W” is **Wednesday, February 27**.

TENTATIVE OUTLINE

<u>DATE</u>	<u>SUBJECT</u>	<u>SOURCE</u>
1/8	Administrivia & get acquainted; Introduction Social, ethical & legal	Ch: 1/2
1/15	Psychology; Communication Knowing yourself better-SDI	Ch: 3/4 Handouts
1/22	Sales Knowledge; Direct/Indirect Communication; Review & Relaxation	Ch: 5 Handouts Handouts
1/29	Test 1, Chapters 1- 5; Money	
2/5	Prospecting/Planning the sales call; Personal Power, Assertiveness, FIRO-B	Ch: 6/7 Handouts
2/12	Presentation Methods Feedback, 12 Pathways	Ch. 8/9 Handout
2/19	Great Sales Presentations; Objections; Review & Negotiating Skills	Ch:10
2/26	Test 2, Chapters 6 – 10, Seven Habits	Ch. 11
3/5	Closing/Serving Customers; Sales Presentation examples	Ch: 12/13
3/12	1 min. sales presentations Obits; Give Mission Statements homework	Handout
3/26	Managing Self Share Mission Statements	Ch: 14 Handout
4/2	2.5 min. sales presentations	
4/9	Multicultural Marketplace	
4/16	Guest Speaker	
4/26	Comprehensive (or Experiential) Final Exam (Tuesday, 5:30 pm)	

MY AGREEMENTS FOR THE CONDUCT OF THIS CLASS*

1. I choose to be in this class, and I agree to be responsible for that choice.
2. I choose to make and keep my agreements.
3. I agree to support the other participants in keeping their agreements.
4. I agree to be responsible for creating value for myself in this class.
5. I agree to **attend all** classes unless an emergency comes up. (Webster defines 'Emergency' as a 'sudden, generally unexpected occurrence or set of circumstances demanding immediate action.') Should an emergency arise, I agree to call my Professor. I will, at that time, answer the Professor's questions and look at what is in the space between me and being at my class, and who put it there. I understand that **5 points** will be deducted from my overall average for each class missed and that continued tardiness may cause reduced points.
6. I agree to be **on time** to all sessions. If I am late, I agree to meet with my Professor after class. I agree that I will, at that time, answer the Professor's questions and look at what is in the space between me and being on time, and who put it there.
7. I agree to remain in the classroom from the beginning of the class until the end, with the exception of the announced breaks.
8. I agree to return from the break within the time period specified by my Professor. I agree that if I am late, I will meet with my Professor after class. I agree that, at that time, I will answer the Professor's questions and look at what is in the space between me and being on time, and who put it there.
9. I agree to respect the confidentiality of the sharing of all participants in this class and to keep the names of all participants confidential except in circumstances where I am clear that my use of a name or names is appropriate and maintains the integrity of the class.
10. I agree to handle any complaints I may have by communicating them only to someone who can do something about the situation. I agree not to criticize or complain to someone who cannot do anything about it. I agree not to receive, from anyone, complaints that I can't do something about, but to redirect the person to someone who can do something about it.
11. I agree that if I fail to keep any of my agreements for this class I am willing to be supported by the other participants, the assistants, and my Professor in looking at and taking responsibility for my lack of integrity.
12. I agree to do whatever homework is assigned for this class, and to **study each chapter in the textbook and complete each chapter quiz before the due date.**
13. I agree that I will bring my 3-ring notebook to each class.
14. I agree NOT to cheat and NOT to help anyone cheat in this class.

Name Signed: _____

Date _____

Print Name: _____

* Adapted from "My Agreements for the Conduct of this Seminar Series," copyrighted by Werner Erhard.