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, online lecturelettes, and online class participation. The material presented assumes a basic background in verbal and written communication. **This is the first time that this Sales class has been taught online.**


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 Midterm & Final Exams (BBA 1, 2, 3, 6).
e. To practice selling by doing a sales presentation (BBA 1, 2).
f. To improve self-awareness and understand personal dynamics (BBA 5, 6).
g. To enhance self-confidence (BBA 1, 5, 6).

**Supplemental Reading:** All assignments are required reading.

**Student Norms** (Behaviors Expected)

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

**Experiential Learning Model**

Direct Experience \[\rightarrow\] Systematic Review of Experience \\
\[\uparrow\] Applications \[\downarrow\] \[← New Knowledge and Skills\]
**Teaching Methods**

Online classes will be conducted as a mixture of lectureettes and structured experiences, each having specific learning objectives. Guest lecturers and facilitators will be invited when appropriate. Feedback techniques, including recording, will be used.

**Grading**

1. **Attendance** - 3 points will be subtracted from overall grade average for each online class missed; continual tardiness will also result in reduced grade points.
2. **Sales Presentation** – 25% - 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** – 25%
4. Midterm & Finals **Exams** – 25% each.

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

**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. **Do not cheat on your chapter quizzes or exams!** Online tests and exams may be proctored.

**Disruptive Behavior:**
Failure to mute your microphone, 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. Chat only with Carson (TA) or Dr. Burton during online classes. If you consistently show evidence of disruptive 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](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/Common_Language_for_Course_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.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](https://www.westga.edu/police/campus-carry.php)

**Credit Hour Policy (3 credit hours):** For approximately fifteen days, students in this online class will be required to complete work for a full semester by attending some online class sessions with Collaborate Ultra, completing chapter quizzes, an online sales presentation and Midterm & Final Exams. Additional assignments may be required. Extensive *daily* work will be required in this online class.

**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 **Saturday, May 9.**

**TENTATIVE OUTLINE**

<table>
<thead>
<tr>
<th>DATE</th>
<th>SUBJECT</th>
<th>QUIZZES</th>
<th>Online Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/8 Friday</td>
<td>Administrivia &amp; get acquainted; Contracts</td>
<td>Ch: 1</td>
<td>Yes, 7:00 pm</td>
</tr>
<tr>
<td>5/11 Mon.</td>
<td>Ethics; Psychology;</td>
<td>Ch: 2/3</td>
<td></td>
</tr>
<tr>
<td>5/12 Tues.</td>
<td>Communication; Sales Knowledge; Knowing Yourself Better-ISI</td>
<td>Ch: 4/5</td>
<td>Yes, 5:30 pm</td>
</tr>
<tr>
<td>5/13 Wed.</td>
<td>Prospecting/Planning the sales call;</td>
<td>Ch: 6/7</td>
<td></td>
</tr>
<tr>
<td>5/14 Thur.</td>
<td><strong>Self-Confidence is Key in Selling;</strong></td>
<td>PowerPoint Yes, 5:30 pm</td>
<td></td>
</tr>
<tr>
<td>5/15 Friday</td>
<td>Midterm Online Exam, Chapters 1-7, 5:30 pm</td>
<td>Ch: 8/9</td>
<td></td>
</tr>
<tr>
<td>5/18 Mon.</td>
<td>Presentation Methods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/19 Tues.</td>
<td>Great Sales Presentations; Objections; How to Become Wealthy</td>
<td>Ch. 10/11 Yes, 5:30 pm</td>
<td></td>
</tr>
<tr>
<td>5/20 Wed.</td>
<td>Closing/Serving Customers;</td>
<td>Ch: 12/13</td>
<td></td>
</tr>
<tr>
<td>5/21 Thur.</td>
<td><strong>Seven Habits of Highly Effective People</strong></td>
<td></td>
<td>Yes, 5:30 pm</td>
</tr>
<tr>
<td>5/22 Friday</td>
<td>Self- Management</td>
<td>Ch. 14</td>
<td>Yes, 7:00 pm</td>
</tr>
<tr>
<td></td>
<td><strong>2-Minute Sales Presentations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5/26 Tues.</td>
<td>Final Online Exam, Chapters 8-14, 5:30 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 online 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 3 points will be deducted from my overall average for each online class missed and that continued tardiness may cause reduced grade points.

6. I agree to be on time to all online sessions. I agree to MUTE audio so that we can hear one person at a time. I agree to CHAT only with Carson (TA) or Dr. Burton during online classes unless requested otherwise. No alcohol drinking or drugs are permitted during online classes.

7. I agree to remain in the online classroom from the beginning of the class until the end, except during announced breaks. I agree to return from the break within the time specified by my Professor.

8. 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.

9. Disruptive behavior during online classes will result in your being ejected from that class, at Dr. Burton’s option, and 3 points will be deducted from your overall grade. If your disruptive behavior continues a second time, you may be dropped from the course with a failing grade.

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.

14. I agree NOT to CHEAT and NOT to help anyone CHEAT in this class, including online quizzes and exams, which may be proctored.

Name Signed: ___________________________ Date: ___________________________
Print Name: ____________________________

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