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.


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

Direct Experience →

Systematic Review of Experience

↑ Applications ↓

← New Knowledge and Skills
Teaching Methods

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 video equipment, will be used extensively.

Grading

1. **Attendance** - 5 points will be subtracted from overall grade average for each class missed; continued tardiness will also result in reduced grade points.
2. **Sales Presentations** – 25% to 50% - 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. Two cognitive tests - 25% each.
4. Comprehensive or experiential Final Exam – 0% to 25%.

By enrolling in this class you hereby agree to study all of the above literature and do ALL homework assignments.

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, and receiving cell phone (or beeper) calls 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.
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.
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 read each chapter in the textbook before it is reviewed in class by the Professor.
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        Date

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