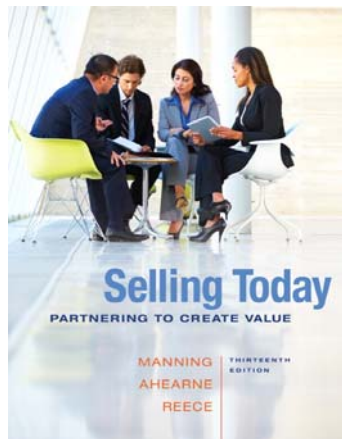


CASPER COLLEGE COURSE SYLLABUS

MKT 1000-Sales-H1

Fall 2014



Lecture Hours: **2** Online Hours: 1 Credit Hours: **3**

Class Time: **12:00 a.m. to 12:30 p.m.** Days: **Monday and Wednesday**

Room: **BU: #309**

Instructor's Name: **Ginny Garner**

Instructor's Contact Information: **BU #109**

Office Phone: **(307) 268-2600**

Email: [**ggarner@caspercollege.edu**](mailto:ggarner@caspercollege.edu)

www.facebook.com/CreatingExperienceMakers

www.facebook.com/CasperCollege.HospitalityManagement

(I will respond to emails within 24-hours, Monday-Friday)

Office Hours:

Monday and Wednesday: 1:00 p.m.-2:30 p.m.

Tuesday & Thursday: 11:00 a.m. to 12:30 p.m.

Fridays: By Appointment

Course Description: A survey of the principle and methods involved in the selling process, from determination of customer needs to the closing of the sale.

Prerequisites: None

Institutional Outcomes:

- Demonstrate effective oral and written communication
- Solve problems using critical thinking and creativity
- Demonstrate knowledge of diverse cultures and historical perspectives
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research
- Describe the value of personal, civic, and social responsibilities

Program goals:

- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Marketing that provides the skills and abilities to succeed in the business world upon graduation.
- This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world's economy.

Course Goals: The student will be able to prepare and present a sales presentation for a product or service and have a general understanding of the selling profession while constructing their own personal selling philosophy.

Course Outcomes: Successful completion of this course will enable students to:

- Develop a personal selling philosophy garnered from contemporary selling models
- Develop an ethical, relationship strategy based-off sound communication theory
- Develop a product strategy from product solutions and product selling strategies
- Develop a customer strategy using the buying process, buyer behavior patterns, and qualifying strategies.
- Develop a presentation strategy incorporating an adaptive selling techniques; a consultative questioning strategy; a consultative presentation techniques, negotiating techniques, closing techniques, and a partnership management strategy

Methodology: Three-hour, hybrid course with successful completion of online assignments, tests, sales plan and sales presentation, and class participation.

Evaluation Criteria: This course is set-up with a possible **1,000 points for the course**. These points will be earned through:

- **Four tests= 400 points (100 points each)**
- **Sales plan and presentation = 100 points**
- **Online Assignments=400 points**
- **Participation Points= 100 points**
 - **1,000 points/course.**

(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)

Tests: There will be four (4) tests throughout the course. Tests will be given online and will consist of multiple choice, true/false and fill in the questions. Each tests is worth 100 points.

Sales Presentation: You will be writing a detailed sales plan and giving a 15-minute sales presentation. The plan and presentation will be worth 100 points. More information will be distributed at a later date.

Online Assignments: You will complete a number of online assignments that will vary in design, point-value, and depth for a total of 400 points.

Participation: One hundred participation points will be awarded for in-class discussions, activities and attendance throughout the semester. The distribution of participation points will not be announced prior to class.

Moodle: A Moodle shell will be set-up for the class. You can access your assignments, tests, grades, PowerPoint presentations, and class announcement.

(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)

Grading:

Tests:	400 Points	100 points/Each
Online Assignments	400 Points	
Sales Plan & Presentation	100 Points	
Participation	100 Points	
Total:	1,000 Points	

- Grades will be posted in the grade book section of your Moodle account.
- Grades will not be given over the phone or to anyone other than the student without the proper documentation.
- Your final grade will be based on the percentage points you receive on the tests and discussion assignments.

90-100= A

80- 89= B

70- 79= C

60- 69=D

59- 0= F

Required Text, Readings, and Materials:

- *Selling Today: Partnering to Create Value*, 13th Ed. (2015) with access code, Manning, Ahearne, Reece. Pearson.
- *How to be a Rainmaker* (2000), Fox. Hyperion, New York.

- *Never Eat Alone and other secrets to success, one relationship at a time*, (2005) Ferrazzi. Currency & Doubleday, New York.

Class Policies: Last Date to Change to Audit Status or to withdraw with a “W” Grade is **November 12, 2015**. No extensions will be given or drop slip signed after this date.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty: (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication: Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

ADA Accommodations Policy: If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college's Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Class Schedule & Dates to Remember

(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)

Module One: *Developing a Personal Selling Philosophy*

August 24th: Introductions and Class Overview

August 26th: Chapter 1

August 30th: Assignments Due

August 31st: Chapter 1

September 2nd: Chapter 2

September 7th: *No Class-Labor Day*

September 9th: Chapter 2

September 13th: Assignments and Module One Test Due

Module Two: *Developing a Relationship Strategy*

September 14th: Chapter 3

September 16th: Chapter 3

September 20th: Assignments Due

September 21st: Chapter 4

September 23rd: Chapter 4

September 27th: Assignments Due

September 28th: Chapter 5

September 30th: Chapter 5

October 4th: Assignments and Module Two Test Due

Module Three: *Developing a Product and Customers Strategy*

October 5th: Chapter 6

October 7th: Writing Center Presentation

October 11th: Assignments Due

October 12th: Chapter 6 & 7

October 14th: Chapter 7

October 19th: No Class-Fall Break

October 21st: Community Presentation

October 26th: Chapter 8

October 28th: Chapter 9

November 1st: Assignments and Module Three Test Due

Module Four: Developing a Presentation Strategy

November 2nd: Chapter 10

November 4th: Chapter 10

November 8th: Assignments Due

November 9th: Chapter 11

November 11th: Chapter 11

November 15th: Assignments Due

November 16th: Chapter 12

November 18th: Chapter 12

November 22nd: Assignments Due

November 23rd: Chapter 13

November 25th: No Class-Thanksgiving Break

November 30th: Chapter 14

December 2nd: Chapter 14

December 6th: Assignments Due

December 7th: Chapter 15

December 9th: Chapter 15

December 13th: Assignments and Module Four Test Due

December 15th: Sales Plan and Presentation Due @ 11:59 p.m. (MST)

December 16th @ 1pm: Sales Presentations and Class Wrap-up