



MKTG 3763 Section 101 Professional Selling Syllabus

Class location/time: Dillard College Room 121
Class Time: Monday and Wednesday, 9:30am – 10:50am
Professor: Franklin Tillman, Assistant Professor of Marketing
Office: Dillard Building 293
Office Hours: Monday and Wednesday 12:00 pm - 2:00 pm;
Tuesday 1:00 pm - 3:00 pm
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Message from Your Instructor

Welcome everyone. I am glad you have decided to explore the rewarding world of professional sales. My goal is to equip you with practical knowledge and skills that will help prepare you for your career and the next chapter of your life. I want you to be successful in this course and develop skills that you can apply beyond the classroom.

Sales is an interesting and valuable skillset. Even if you do not plan to pursue a career in professional sales, you will find yourself selling your ideas, communicating your value, influencing decisions, and working with others throughout your career. I hope you have a great learning experience and come to find the subject as interesting and useful as I do.

* This syllabus is a living document and may be updated as the course develops. Any changes will be communicated to students through D2L.*

Welcome to MKTG 3763 Professional Selling

The course concentrates on professional selling principles and practices of business. This includes principles of communication, listening, selling yourself, and selling a product. After completing this course, students should be able to:

1. Identify the fundamental principles of selling;
2. Promote a professional attitude toward business in general and toward the selling profession in particular;
3. Examine the operational side of selling in all pertinent functional areas that contribute to the success of marketing in the firm and to the success of the business as it operates in the marketplace;
4. Interpret factual knowledge of selling as you gain an understanding of professional selling as a major function within the marketing and promotional mix of a firm.
5. Demonstrate skill in expressing yourself as you improve your communication ability;
6. Synthesize course materials as you prepare and present a sales presentation by visually, verbally, and nonverbally communicating your information using the selling skills discussed in class and in your textbook.

Course description (from MSU catalog):

Professional selling principles and relationship practices for business. Includes principles of communication and listening, identifying customer needs, creating value, adapting communication style, communicating the offer, overcoming resistance, closing, and follow-up.

Prerequisites: Junior standing or above or consent of the chair, and MKTG 3723.

- **Course materials (Recommended but not required):**

Selling Today: Partnering to Create Value, 15th Edition, (2023), Ahearne & Manning, Pearson Publishing, ISBN-13: 9780137963034. Additional articles and materials will be provided by the professor.

MKTG 3763 is delivered through a traditional face-to-face classroom format supported by D2L. Course materials, including lecture slides, assignments, announcements, and other resources, will be made available through D2L as appropriate.

Learning Goals:

Dillard College General Learning Goals Addressed in This Course

- GLG 1: Our students will be effective at problem solving and decision making. Students will identify and analyze customer needs and sales problems, evaluate alternative approaches, develop appropriate solutions, and make decisions about how to advance buyer-seller interactions.
- GLG 2: Our students will be effective communicators. Students will develop and demonstrate competency in speaking and writing for common business scenarios through sales role plays, written assignments, class activities, and other professional selling exercises.
- GLG 4: Our students will be ethical decision makers. Students will examine ethical issues in professional selling and apply ethical reasoning to sales decisions and buyer-seller interactions.
- GLG 5: Our students will possess broad-based knowledge to the core functional areas of business. Students will develop and apply knowledge of key marketing and professional selling concepts, theories, and practices.

Course-Specific Learning Goals - At the end of the semester, you should be able to

- Define the term “sales” and explain its role and importance in an individual firm and the overall economy.
- Develop a personal selling strategy.
- Understand the process of relationship selling.
- Explain the buying process and buyer behavior
- Understand the essentials of developing and qualifying prospects and accounts
- Apply the learned concepts to real sales problems and situations
- Demonstrate competency in speaking and writing for common business scenarios.

Expectations:

You can expect that I will:

- Provide relevant course materials and assignments in a timely manner
- Be responsive to questions, concerns, and issues
- Be fair and consistent in grading
- Create a welcoming and inclusive learning environment
- Do my best to maximize your learning experience

I expect that you will:

- Come to class prepared to actively participate
- Use D2L regularly and monitor course announcements and notifications
- Submit assignments on time
- Ask questions when something is unclear
- Adhere to university policies on academic honesty
- Treat the course, your classmates, and your work professionally
- Enjoy this course

Communication Expectations:

D2L is the primary communication tool for this course. Important announcements, course materials, assignments, exams, and grades will be posted through D2L. Students are responsible for regularly checking D2L and should set up notifications to their preferred email address.

Email is my preferred method of communication outside of class. You may contact me directly at franklin.tillman@msutexas.edu. Please include MKTG 3763 and your name in your email. You are also encouraged to visit during office hours, either in person or virtually, or schedule an appointment.

- **Grading:**

Final grades are based on the elements below:

Activities	Points
Exam 1	150
Exam 2	150
Exam 3	150
Developmental Sales Role Plays	150 (3 x 50)
Final Capstone Role Play (full presentation)	150
Resume Project	100
Sales Video / Analysis	100
Prospecting Email	100
Participation	100
Total Course Points	1150

- **Grading Scale:**

Actual Points	Percent age	Letter Grade
1035 and higher	90 and above	A
920 to 1034	80 to 89	B
805 to 919	70 to 79	C
690 to 804	60 to 69	D
Below 690	Less than 60	F

Brief Description of Course Requirements

Exams:

There are three exams during the semester. Exams may include multiple-choice, true/false, open-ended, and short essay questions. All material covered in class may be included on exams. Additional details will be provided prior to each exam.

Resume

The Resume Project requires you to develop a professional resume that addresses the anticipated needs of a prospective employer. As part of the project, you will identify your career goals, inventory your skills and experience, and consider how to effectively present yourself as a marketable candidate for a job or internship.

You will submit an initial resume draft worth 10 points. As part of the revision process, you will use Hiration, a resume review platform available through the MSU Career Center, to evaluate and improve your resume. You should use the feedback provided through Hiration to revise your resume before submitting the final version, worth 90 points. Additional instructions and requirements will be provided in D2L.

Sales Video Analysis:

Select a short video clip (approximately 2–5 minutes) depicting an interesting sales, negotiation, or persuasive interaction. The clip may be serious, humorous, fictional, or real, but it should provide enough interaction to allow meaningful analysis. Traditional commercials and advertisements are generally not appropriate for this assignment. Overused examples may also be restricted; students are encouraged to find original and interesting examples.

Your analysis should go beyond simply describing what happens in the clip. Identify what you believe is occurring beneath the surface of the interaction. Consider the goals and motivations of the participants, verbal and nonverbal signals, needs being expressed or implied, sales or persuasion techniques being used, missed opportunities, and the effectiveness of the approaches used. Apply concepts from the course and explain what, if anything, you would do differently and why. Include a link to the video.

Sales Role Plays:

Professional selling is a skill that develops through practice. Throughout the semester, you will complete a series of sales role plays designed to give you opportunities to apply course concepts, practice selling skills, receive feedback, and improve your performance.

There will be three developmental role plays worth **50 points each** and a final capstone role play worth **150 points**. The developmental role plays will focus on specific stages and skills within the selling process, while the final role play will require you to integrate and apply the skills developed throughout the semester in a complete sales interaction.

This semester, we will incorporate AI-assisted role plays using CopientAI as part of our professional selling skills development. Additional instructions and expectations for each role play will be provided in D2L.

Participation:

Participation reflects your engagement, preparation, professionalism, and effort throughout the semester and is a critical component of a skills-based sales course. Participation is not based on attendance alone. Because selling is an interactive process, your participation grade will be influenced by how consistently and effectively you engage in course activities.

Meaningful participation includes coming to class prepared, contributing thoughtfully to discussions, actively engaging in role plays and negotiations, participating in prospecting and other in-class exercises, responding constructively to feedback, and demonstrating professional conduct toward classmates and the instructor.

Participation is evaluated throughout the semester. Students who are present but disengaged, unprepared, or unwilling to participate in course activities should not expect to earn full participation credit. Quality of engagement and professional effort are valued more than simply speaking frequently.

Bonus credit:

Opportunities to earn bonus credit may be offered throughout the semester. These may include attending career fairs, guest speakers, networking events, or participating in other professional development activities related to the course. Specific opportunities and point values will be announced as they become available.

Sales Competition:

Students in MKTG 3763 may have the opportunity to participate in collegiate sales competitions. These competitions provide an opportunity to apply professional selling skills in a competitive environment, represent MSU, and interact with students and sales professionals from other universities. Competition availability, selection procedures, and other details will be announced if opportunities are available during the semester.

Course General Rules and Policy

Classroom Conduct and Professionalism:

This course should provide a welcoming learning environment in which everyone is treated with respect. Students are expected to contribute to an environment that supports civil discussion, professional behavior, and respect for differences in backgrounds, experiences,

and perspectives. Disruptive, threatening, intimidating, or disrespectful behavior that interferes with teaching or learning will not be tolerated.

In this class, you are expected to:

- Treat your instructor and classmates with respect in all communication, even when you disagree.
- Communicate professionally.
- Challenge ideas rather than attack individuals.
- Avoid disruptive or intimidating behavior that interferes with teaching or learning.
- Think before you post or communicate online, recognizing that online communication may be permanent.
- Treat others with basic courtesy and professionalism.

Late and Makeup Work:

All assignments, exams, and other course activities must be completed by the stated due date and time. Late work will generally not be accepted and will receive a grade of zero.

If an emergency or other documented circumstance prevents you from completing coursework on time, contact me as soon as possible. Exceptions may be made when circumstances warrant and appropriate documentation may be required. Any approved makeup work or alternative deadline must be arranged with the instructor.

All due dates and times for this course are based on the Central Time Zone.

Course Incomplete:

A grade of Incomplete may be assigned in exceptional circumstances when a student is unable to complete the course. Appropriate documentation may be required. Any remaining course requirements must be completed within the timeframe established by University policy.

Grade Appeal Process:

Students who wish to appeal a grade should consult the Midwestern State University Catalog for current grade appeal policies and procedures.

Academic Dishonesty:

Academic dishonesty, including cheating, collusion, and plagiarism, will not be tolerated. All coursework submitted for grading must represent your own work except where collaboration or the use of outside resources is specifically permitted. Students are responsible for following University policies regarding academic integrity. Additional information regarding academic misconduct and applicable procedures is available through the MSU Office of Student Conduct.

AI Policy

Artificial intelligence (AI) tools may be used in this course when permitted by the instructor. AI can be useful for brainstorming, research, preparation, practice, and improving communication; however, it should support rather than replace your own thinking, judgment, and skill development.

You are responsible for the accuracy, relevance, and quality of all work you submit, including work created with the assistance of AI. When AI is used in completing an assignment, its use

should be disclosed or documented as directed by the instructor. Individual assignments may include additional requirements or restrictions regarding the use of AI.

Disability Support Services:

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

Important Dates:

- Change of schedule or late registration: August 24 - 27
- Final deadline for graduates to file for graduation: September 21
- Last Day for "W", 4:00 pm: November 23
- **ABM Conference (No Class): October 14**
- **SMA Conference (No Class): November 4**
- **Thanksgiving Holiday (No Class): November 24 - 29**
- Last day of classes: December 4
- Final examinations begin: December 5 - 10
- Commencement: December 11

* It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class.

Refund and Repayment Policy:

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

• Recording Classes

****Recording classes is generally prohibited without the professor's explicit permission.***

Such recordings, when permitted, are for personal use only and may not be uploaded to the internet or otherwise shared, transmitted, or published without the professor's prior consent. Some faculty may not permit recordings of their classes. When it is feasible and appropriate, students may record classes to accommodate disabilities under the Americans With Disabilities Act, with prior approval of Disability Support Services. Such recordings may not be uploaded to the internet or otherwise shared, transmitted, or published.

• Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology,

textbooks or other life necessities, resources may be available to help. Visit the [Student Emergency Support and Resources webpage](#) to learn more, and explore emergency support opportunities through MSU and how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@mstuexas.edu.

- **Student Handbook:**

Students are responsible for following applicable University policies and procedures. Please refer to the Midwestern State University Student Handbook for additional information.

- **Course Schedule** *This course schedule is subject to change as necessary*

Date	Topics	Assignments/Memo
Week 1 August 24 & 26	Course Orientation What is Sales?	Familiarize yourself with D2L & course syllabus
Week 2. Aug 31 & Sept 2	1 - Relationship Selling 2 - Sales Models	
Week 3. Sept 9	3 - Ethics in Sales	Labor Day Sept 7 (no class)
Week 4. Sept 14 & 16	3 - Ethics in Sales 4 - Creating value with relationship strategy	Initial Resume Draft Due 11:59 pm
Week 5. Sept 21 & 23	Review Guest Speaker (TBD)	
Week 6. Sept 28 & 30	Exam 1 8 – Buyer Process & Behavior	Exam 1
Week 7. Oct 5 & 7	9 - Developing and Qualifying	
Week 8. Oct 12 & 14	10 – Approaching the Customer ABM Conference?	ABM Conference (Oct 14, Possible No class) Developmental Role Play Round 1 11:59 pm
Week 9. Oct 19 & 21	5 – Communication / Adaptive Selling 6 - Product Solutions	Prospecting Email Due 11:59 pm
Week 10. Oct 26 & 28	6 - Product Solutions Review	Developmental Role Play Round 2 11:59 pm
Week 11. Nov 2 & 4	Exam 2 SMA Conference (no class)	Exam 2 SMA Conference (Nov 4, No class) Resume Due 11:59 pm
Week 12. Nov 9 & 11	7 – Product Selling Strategies	
Week 13 Nov 16 & 18	13 - Negotiating Buyer Concerns	Sales Video & Analysis Due 11:59 pm
Week 14 Nov 23 & 25	13 - Negotiating Buyer Concerns Thanksgiving Holiday (no class)	Developmental Role Play Round 3
Week 15 Nov 30 & Dec 2	14 – Adapting the Close Review	Final Capstone Role Play Due 11:59 pm
Week 16 Dec 7 & 9	Exam 3 Final Exam Week	TBD, 8:00 am – 10:00 am