



MKTG 3763 Section 201 Professional Selling Syllabus

Class location/time: Dillard College Room 129
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 11:00am - 1:00 pm; Thursday 5:00 pm – 7:00pm or by appointment
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- **Message from Your Instructor**

Welcome everyone. I am glad that you have decided to explore the rewarding world of professional sales. My goal as an instructor is to equip you with practical knowledge and skills in sales so you can be prepared for your career and the next chapter of life. I want you to be successful in this learning process and thrive with new skills and knowledge. I hope you have the best learning experience and find excitement in this subject, as I do. Sales is an interesting and useful skillset to have. Even if you do not plan to have a career in professional sales, you will find yourself having to sell your ideas, goals, and value as an employee.

This syllabus is a living document and is subject to change as we develop the course

- **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 via a traditional face-to-face classroom and through D2L. Each module PowerPoint lecture slides will be available as PDF files. At times, assignments and discussion topics will be posted to D2L.

- **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 you with course materials and assignments on time
- Create assignments that are directly relevant to course expectation
- Be responsive to YOU
- Be fair in grading
- Create a welcoming and inclusive class environment
- Listen to your concerns and issues
- Do everything in my power to maximize your learning experience

I can expect that you will:

- Be familiar with using D2L
- Set up your D2L account to receive a notification to your preferred email
- Attend classes
- Submit assignments on time
- Actively participate in discussions
- Perform to the fullest of your abilities
- Adhere to Midwestern State University policies on academic honesty
- Ask questions when something is unclear
- Enjoy this course

- **Communication Expectations:**

The primary communications tools are the classroom and D2L. All important announcements, lecture materials, exams, and grading will be posted via D2L. Therefore, please ensure that you have set up your D2L account to forward emails and notifications to your preferred email address.

Students should communicate with me either through D2L or **by emailing me (preferred) directly at this email address franklin.tillman@msutexas.edu**. Please specify the course number (MKTG 3763) and your name when you email me. You are also encouraged to use my office hours to discuss the course. The office hours can be held either in person or virtually.

- **Grading:**

Final grades are based on the elements below:

• Activities	• Points
• Exam 1	• 150
• Exam 2	• 150
• Exam 3	• 150
• Sales Role Plays	• 250 (3 x 50)
• Final Role play (full presentation)	• 100
• Resume Project (if assigned) <i>(Initial draft: 10 points; final submission: 90 points)</i>	• 100
• Sales Video / Analysis	• 100
• Prospecting Email	• 50
• Participation	• 100
• Total Course Points	• 1050

- **Grading Scale:**

• Actual Points	• Percent age	• Letter Grade
• 945 and higher	• 90 and above	• A
• 840 to 944	• 80 to 89	• B
• 735 to 839	• 70 to 79	• C
• 630 to 734	• 60 to 69	• D
• Below 630	• Less than 59	• F

- **Brief Description of Course Requirements**

- **Exams:**

There are three exams. Each exam can include multiple-choice questions, true/false questions, open-ended questions, and short essays. ALL materials covered in class are potential test areas. More details will be available later.

- **Resume**

The Resume Project requires you to develop a resume to address the anticipated needs of a prospective employer. To complete the resume, you will develop career goals and inventory your job skills. This exercise will help you evaluate yourself as a marketable product for a job or internship application.

As part of the project, your resume will be reviewed by a MSU Career Center counselor. A member of the Career Center will be making a class presentation on this process. Each meeting with Career Center is worth 30% of your grade for this project. You need to either (1) meet with them three times or (2) have them approve your resume to earn 90% of your grade. The last 10% is reserved for my judgment of your finalized resume. You must meet with Career Center at least once. Upon review completion, you will submit a finalized resume for grading. The due date is listed on the class schedule. Failure to keep your appointments with the career counselors will result in zero point for this project. *Every NO SHOW with the CCM costs you 30 points.*

- **Sales Video Analysis:** Please select a short video clip (2-5 minutes) that highlights an aspect of sales you find interesting. The subject of the video can be serious, utilize humor, or anything in between. It should be able to hold attention and be relatable to course concepts. You will write a short analysis of the sales techniques and the effectiveness being utilized in the video. Include a link to the video.

- **Role Plays, Prospecting Activities, Participation, In-Class activities, discussions, & assignments:**

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 class activities.

Meaningful participation includes coming to class prepared, contributing thoughtfully to discussions, actively engaging in role plays and negotiations (including practice rounds), participating in prospecting and in-class exercises, responding constructively to feedback, and demonstrating professional conduct toward classmates and the instructor. This semester, we will incorporate **AI-assisted role-plays using CopientAI** <https://app.copient.ai/welcome/MSUT> as part of our professional selling skills development. There will be four role plays during the semester: three lower-stakes practice role plays and one final capstone role play that reflects cumulative skill development.

Participation is evaluated continuously over the semester. Students who are present but disengaged, unprepared, or unwilling to participate in exercises should not expect to earn full participation credit. Quality of engagement and professional effort are valued more than speaking frequently without substance. Sales is an interactive process, which involves engagement with people.

- **Bonus credit:**

Creative and easy bonus assignments may be given during the term. Don't miss the chance to earn bonus credit points.

- **Sales Competition: Details Pending**

Each Fall semester, two students are selected to compete in a nationwide sales competition with more than 70 other universities. This is open to all students of MKTG 3763. The sales competition offers the opportunity to put your sales skills to work and connect with other sales professionals.

The website for the competition is: [ICSC FSU main page](#)

- **Course General Rules and Policy**

- **Inclusive Classroom Policy:**

All students should feel comfortable, safe, and happy in the class, regardless of gender orientation, race, ethnicity, education, income, national origin, religious affiliation, political beliefs, age, or ability. Everyone will be treated with respect as a human being. The classroom (virtual/face-to-face) is an environment where civility, human dignity, and respect are maintained. I ask that all students work with me to create a welcoming environment that is respectful of all forms of diversity. Any variation from this, for example, yelling or saying profanity at an instructor or another person in the classroom or any other loud, lewd, belligerent, or obnoxious behavior resulting in a disruption from teaching and learning will not be tolerated. Failure to abide by the rules could ultimately result in removal from the class. In this class, you are expected to:

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Communicate professionally.
- Use your critical thinking skills to challenge other people's ideas instead of attacking individuals.
- Think before you type. Keep in mind that online posts can be permanent.

- Avoid disruptive behaviors (e.g., yelling, bullying, other intimidating behavior, interrupting other students or the instructor, etc.).
- Treat others with basic courtesy and professionalism.

- **Late Work:**

No late submission will be accepted and graded. Students who experience an emergency need to contact the instructor for late submission permission. Valid documentation is required.

- **Makeup Work & Tests:**

All course activities must be submitted before or on set due dates and times. If the student cannot abide by the due dates and times, it is their responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero for all late assignments, exams, and projects. Note that the due dates/times for the activities will adhere to the Central Time Zone.

- **Final Grade:**

Final grades will be posted via standard University channels and D2L.

- **Grade Changes:**

No grade except I may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

- **Course Incomplete:**

A student is expected to complete a course during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester, or the incomplete grade will become an F.

- **Grade Appeal Process:**

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding regular semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details.

- **Academic Dishonesty:**

Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and a referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. Please refer to "[Student Honor Creed](#)" in the [Midwestern State University Undergraduate Catalog](#).

All coursework submitted for grading must be your own effort. Cheating, collusion, and plagiarism will not be tolerated. The term "cheating" includes, but is not limited to:

- Copying someone's homework and submitting it as your own.
- Allowing another student to copy your solutions.

- Looking or glancing at another student's answer sheet during an exam or quiz.
- Using a programmable calculator or electronic device during an exam or quiz.

- **AI Policy**

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as Grammarly, ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: "Chat-GPT-3 (YYYY, Month DD of query). "Text of your query." Generated using OpenAI. <https://chat.openai.com/>" Material generated using other tools should follow a similar citation convention. **Be aware that use of AI will be evaluated for accuracy of all content. It is the student's responsibility to verify accuracy & relevancy of information on all assignments.**

- **Disability Support Services:**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs. If a student has an established disability as defined in the Americans with Disabilities Act and would like to request an accommodation, that student should please see me as soon as possible.

- **Important Dates:**

- Change of schedule or late registration: January 20-23
- Final deadline for May graduates to file for graduation: February 16
- Last Day for "W", 4:00 pm: April 29
- **Spring Break (No Class): March 9 – 14**
- **Holiday Break : April 17 – 20**
- Last day of classes: May 8
- Final examinations begin: May 9
- Commencement: May 16

* 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 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.

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

• Date	• Topics	• Assignments/Memo
Week 1 January 21	• Course Orientation	• Familiarize yourself with D2L & course syllabus, Sales Competition
Week 2. Jan. 26 & 28	• What is Sales? • 1 - Relationship Selling	•
Week 3. Feb. 2 & 4	• 2 - Sales Models • 3 - Ethics in Sales	•
Week 4. Feb 9 & 11	• 3 - Ethics in Sales • 4 - Creating value with relationship strategy	• Initial Resume Draft Due 11:59 pm
Week 5. Feb 16 & 18	• Review • Guest Speaker (TBD)	•
Week 6. Feb 23 & 25	• Exam 1	• Exam 1
Week 7. March 2 & 4	• 5 – Communication / Adaptive Selling	• Role Play Practice Round 1 11:59 pm
Week 8. March 9-11	• Spring Break	• No Class
Week 9. March 16 & 18	• 6 - Product Solutions	• Role Play Round 2 11:59 pm
Week 10. March 23 & 25	• 7 – Product Selling Strategies	•

• Date	• Topics	• Assignments/Memo
Week 11. March 30 & April 1	<ul style="list-style-type: none"> • 8 – Buyer Process & Behavior • Review 	<ul style="list-style-type: none"> • Role Play Round 3
Week 12. April 6 & 8	<ul style="list-style-type: none"> • Exam 2 	<ul style="list-style-type: none"> • Sales Video & Analysis Due 11:59 pm
Week 13 April 13 & 15	<ul style="list-style-type: none"> • 9 - Developing and Qualifying 	<ul style="list-style-type: none"> •
Week 14 April 20 & 22	<ul style="list-style-type: none"> • 10 – Approaching the Customer • 13 -Negotiating Buyer concerns 	<ul style="list-style-type: none"> • Prospecting Email Due 11:59 pm
Week 15 April 27 & 29	<ul style="list-style-type: none"> • 14 – Adapting the Close • Review 	<ul style="list-style-type: none"> • Resume Due 11:59 pm • Role Play Round 4 Due 11:59 pm
Week 16 May 4 & 6	<ul style="list-style-type: none"> • Review 	<ul style="list-style-type: none"> • Exam 3 date TBD
Week 17 May 11	<ul style="list-style-type: none"> • Final Exam Week 	<ul style="list-style-type: none"> •