



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 211B
Office Hours: Tuesday through Thursday, 11:00am - 1:00 pm; or by appointment
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Email: franklin.tillman@msutexas.edu

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. Teaching and Marketing are my passions in life. I hope you have the best learning experience and find excitement in this subject, as I do. *This syllabus is a living document and is subject to change as we develop the course*

Welcome to MKTG 3723 Principles of Marketing

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):

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	200
Sales Assignments	200
Sales Role Plays / Negotiations	200
Resume	100
Total Course Points	1000

Grading Scale:

Actual Points	Percentage	Letter Grade
900 and higher	90 and above	A
800 to 899	80 to 89	B
700 to 799	70 to 79	C
600 to 699	60 to 69	D
Below 599	Less than 59	F

Brief Description of Course Requirements

Exams:

There are three exams, including a comprehensive exam. 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.

Sales Simulations:

You will practice the whole process of professional sales. The purpose of this exercise is to help you develop and understand your empirical and quantitative skills, and your critical thinking skills. To that end, aspects of the exercise tap your abilities in the following areas:

1. Your ability to discern relevant facts or data, including your own solutions.

2. Your ability to evaluate (process, synthesize, or manipulate) relevant facts or data.
3. Your ability to deduce conclusions (interpret) or contextual information from relevant facts or data.
4. Your ability to identify a primary problem or need from a situation or set of information.
5. Your ability to interpret data, needs, problems, and parameters associated with a situation.
6. Your ability to elucidate assumptions you make as well as to identify contextual characteristics and limitations associated with the data you used to evaluate the situation.
7. Your ability to construct a presentation that advocates a solution to a key problem or need.
8. Your ability to project the implications of your suggested solution—its effects on parties involved over the long run. You will be proposing a solution to a problem based on facts you discern and on your evaluation of the customer's context. The exercise is set up in a case context.

Simulations will be accessible through D2L, pending availability.

Resume Project

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 before the first due date, twice before the second due date. 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 points for this project. *Every NO SHOW with the CCM costs you 30 points.*

In-Class activities, discussions, & assignments:

There will be activities, discussions or assignments relevant to lecture topics posted at appropriate times during the semester. These assignments will be announced in class and D2L. The topics will include creating a customer persona profile, choosing marketing channels, developing a promotional plan, and designing a brand identity.

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 semester, two students are selected to compete in a nationwide sales competition with more than 70 other universities. If the students are placed in the first 20th, they will receive credit for other assignments (details pending). If they are not placed, credit will be administered on a sliding scale.

The website for the competition are:

Link for Fall semester: [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.).
- Be a human.

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.

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: August 28 to 31
- Labor Day (No classes): September 4
- Final deadline for December graduates to file for graduation: September 25
- Spring 2024 Schedule of Classes available online: mid-October
- Last Day for “W”, 4:00 pm: October 30
- Sales Competition Week (No Class) October 30 – November 3

- Thanksgiving Holiday: November 21, 10 pm – November 27
- Last day of classes: December 8
- Final examination: December 12, 8:00 am
- Commencement: December 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	<ul style="list-style-type: none"> • Course Orientation • What is Sales? 	<ul style="list-style-type: none"> • Familiarize yourself with D2L & course syllabus, Sales Competition Qualifying
Week 2.	<ul style="list-style-type: none"> • Relationship Selling • Sales Models 	<ul style="list-style-type: none"> • Sales assignment 1 (Due on Sunday, Sep 10 at 11:59 pm)
Week 3.	<ul style="list-style-type: none"> • Ethics in Sales 	<ul style="list-style-type: none"> •
Week 4.	<ul style="list-style-type: none"> • Creating value with relationship strategy 	<ul style="list-style-type: none"> •
Week 5.	<ul style="list-style-type: none"> • Review & Exam 1 	<ul style="list-style-type: none"> • Exam 1
Week 6.	<ul style="list-style-type: none"> • Adaptive Selling 	<ul style="list-style-type: none"> • Sales assignment (Due Friday, Oct 6 at 11:59 pm)
Week 7.	<ul style="list-style-type: none"> • Product Strategy 	<ul style="list-style-type: none"> •
Week 8.	<ul style="list-style-type: none"> • Buying Process & Behavior 	<ul style="list-style-type: none"> •
Week 9.	<ul style="list-style-type: none"> • Review & Exam 2 	<ul style="list-style-type: none"> • Exam 2 (Oct 26)
Week 10.	<ul style="list-style-type: none"> • No Class - Sales Competition Marketing Simulation week 1 	<ul style="list-style-type: none"> • Weekly assignment
Week 11.	<ul style="list-style-type: none"> • Developing and Qualifying 	<ul style="list-style-type: none"> •
Week 12.	<ul style="list-style-type: none"> • Presentation Strategy 	<ul style="list-style-type: none"> •

Date	Topics	Assignments/Memo
Week 13	<ul style="list-style-type: none"> • Determining Customer needs 	<ul style="list-style-type: none"> • Thanksgiving Holiday
Week 14	<ul style="list-style-type: none"> • Negotiating Buyer concerns 	<ul style="list-style-type: none"> •
Week 15	<ul style="list-style-type: none"> • Adapting the Close 	<ul style="list-style-type: none"> • Resume (Due on Thursday, Dec 7 at 11:59 pm)
Week 16	<ul style="list-style-type: none"> • Final Exam Week 	<ul style="list-style-type: none"> • Exam 3 (Dec 12 at 8:00 am)

* This class schedule is subject to change if necessary