

**McLennan**  
C O M M U N I T Y  
**COLLEGE**

WACO, TEXAS

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**COURSE SYLLABUS  
AND  
INSTRUCTOR PLAN**

**Principles of Selling  
MRKG 2333**

**NOTE:** This is a 16-week course.

**KAREN CRUMP**

# PRINCIPLES OF SELLING S20

## MRKG 2333

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### **Course Description:**

This course provides an overview of the selling process. Identification of the elements of the communication process between buyers and sellers. Examination of the legal and ethical issues of organizations which affect salespeople.

### **Prerequisites and/or Corequisites:**

None required

### **Course Notes and Instructor Recommendations:**

The textbook is an integral part of the course. You will need to read the assigned chapters in order to gain a thorough understanding of the material discussed in class as well as to prepare for exams and quizzes.

Studying outside the classroom will most likely be necessary to pass the course. There may be team assignments in which you will be required to work as a group in order to complete them.

The internet, Word, Excel and PowerPoint may be used. These programs may be needed for papers and projects as assigned. Computers throughout campus will provide you with the necessary access. If you would like assistance, please use the computer lab located in the library on the second floor of the LTC building.

You will need to listen in class, check emails daily and look in Brightspace for updates concerning the course and other general information and/or changes in assignments. If you miss class, please get with a colleague to find out what updates you missed

### **Course Notes:**

1. All assignments must be typed in Word.
2. Email to your MCC email address will be the main method of communication. Make sure you program your MCC email on your cell phone so you have easy access. My recommendation is to check your emails several times a day. Your email is "first initial of your first name first initial of your last name MCC ID@students.mclennan.edu". ie. [kc#####@students.mclennan.edu](mailto:kc#####@students.mclennan.edu)
3. Handouts may be distributed. If they are not discussed in class, it is your responsibility to review the content as the information may be used on a test.
4. We will be using cell phones to record our practice sessions/role plays. Please make sure you have an appropriate app in place. These recordings will then be uploaded into Brightspace.

### **Instructor Information:**

Instructor Name: Karen Crump  
MCC E-mail: [kcrump@mclennan.edu](mailto:kcrump@mclennan.edu)  
Office Phone Number: 254-299-8290  
Cell Phone Number: 254-722-6159  
Office Location: CSC E126  
Office Hours: 2:00p – 3:00p Tuesday through Thursday  
Appointments are required  
Other Information: Please no calls before 7:30am or after 7:00pm!  
Texts are acceptable

### **Required Text & Materials:**

Title: ABC's of Relationship Selling  
Author: Charles M. Futrell, Raj Agnihotri, Michael T. Krush  
Edition: 13th Edition  
Publisher: McGraw Hill Education  
ISBN: 978-1-260-16982-9

[MCC Bookstore Website](#)

Scantron Form 882-E needed for exams.

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### **Brightspace:**

Brightspace will be used for this course so you will need to know how to access class information. You may be taking quizzes, turning in assignments and checking grades to name a few tasks. Click on the link below for information on the minimum system requirements needed to reliably access MCC's Brightspace Learning Management System (LMS).

### **Minimum Technical Skills:**

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

### **Backup Plan for Technology:**

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

\* [Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)  
([www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements))

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

### **Methods of Teaching and Learning:**

Lecture, discussion groups, group/individual projects, role plays, field trips, service learning assignments, lab work, student performances/presentations, portfolio, written reports/papers, exams, and quizzes.

### **Course Objectives and/or Competencies:**

- Gain an understanding of the history, career, rewards, and duties of the professional salesperson.
- Describe the importance of the sales function to an organization's success
- Examine the social, ethical, and legal issues in selling
- Develop a sales presentation
- Practice the entire selling process from prospecting to follow up.
- Understand the importance of self-management as it relates to time and territory

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**Course Outline or Schedule (subject to change):**

Mon, January 13	Welcome/Class Orientation Chapter 1: The Life, Times, and Career of the Professional Salesperson Chapter 2: Ethics First... Then Customer Relationships
<b>Mon, January 20</b>	<b>No Class – MLK Holiday</b>
Mon, January 27	Chapter 3: The Psychology of Selling: Why People Buy Chapter 4 Communication for Relationship Building: It's Not All Talk
Mon, February 3*	Chapter 5: Sales Knowledge: Customers, Products, Technologies Chapter 6: Prospecting – The Lifeblood of Selling
Mon, February 10*	Chapter 6: Prospecting – The Lifeblood of Selling Chapter 7: Planning the Sales Call is a Must!
Mon, February 17*	Chapter 7: Planning the Sales Call is a Must! <b>**TEST#1: C1-7**</b>
Mon, February 24*	Chapter 8: Carefully Select Which Sales Presentation Method to Use
Mon, March 2*	Chapter 9: Begin Your Presentation Strategically
<b>Mon, March 09</b>	<b>SPRING BREAK</b>
Mon, March 16*	Chapter 10: Elements of a Great Sales Presentation
Mon, March 23*	Chapter 11: Welcome your Prospect's Objections
Mon, March 30*	Chapter 12: Closing Begins the Relationship
Mon, April 6	Project Work
Mon, April 13*	Chapter 13: Service and Follow-Up for Customer Retention Project work
Mon, April 20*	Chapter 14: Time, Territory, and Self-Management: Keys to Success Project work <b>**TEST#2: C8-14**</b>
Mon, April 27	Sales Role Play Presentation
Mon, May 4	<b>Comprehensive Final</b>

**Course Grading Information:**

2 Exams (100 pts each)	200
Comprehensive Final	100
10 Quizzes (10 pts each)	100
5 Assignments	50
Attendance	150
3 Role Plays	150
LinkedIn Exercise	50
Sales Presentation*	<u>200*</u>
	1000 points

\*See Attendance paragraph below

\*Required to participate to pass course

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### Allocation of letter grades will be as follows\*\*:

900 - 1000 points	90% and above	A
800 - 899 points	80% - 89%	B
700 - 799 points	70% - 79%	C
600 - 699 points	60% - 69%	D
<600 points	<60%	F

\*\*The number of total points may change due to changes in the syllabus; however, the percentages applied will remain the same (ie. 90% of total points will be equivalent to an A)\*\*

### CHAPTER TESTS/COMPREHENSIVE FINAL (300 points)

There will be at minimum 2 tests and a comprehensive final given throughout the semester. Exams will be in a true/false, multiple choice, and short answer format. Students with scheduling difficulties must make arrangements with me prior to the exam. If you are not present for an in-class test and have not contacted me prior to that time, you will lose those points and not be able to make up the test. At this time, all exams will be taken on Brightspace.

### CHAPTER QUIZZES (100 points)

We will have multiple chapter quizzes throughout the semester. These may be taken in class or on Brightspace. Your 10 highest grades will be counted towards your final grade.

### ASSIGNMENTS (100 points)

Throughout the semester you will have miscellaneous assignments. These will include answering chapter questions, case studies and real sales exercises.

### ROLE PLAYS (150 points)

In order to really understand the principles we discuss in this class, you have to put them into practice. For that reason, you are going to have to demonstrate the concepts through role plays.

1. Role play on opening a sales call
2. Role play on questioning
3. Role play on overcoming objections

### LINKEDIN EXERCISE: (50 points)

LinkedIn is a popular social platform for business professionals. If you plan on having a career in sales, you will definitely have a LinkedIn profile most likely use the site for networking. This exercise includes creating that profile and exploring the site for examples of how it is being used in a company's sales efforts to drive revenue.

### ATTENDANCE (150 points)

We spend time role playing in this course so it is essential that you are present. Each day that has an (\*) next to it is worth 15 points towards your grade since we will be reviewing content essential for the role plays. There are 10 such days.

### FINAL SALES PRESENTATION (200 points)

This presentation is required to pass this course. You will be using the skills you have learned to conduct a sales call from the presentation to the close. If you miss class on the presentation's scheduled day, you will not be able to make up these points and will fail the class.

### GENERAL INFORMATION: GRADES/ASSIGNMENTS/COMMUNICATION

You will be using Brightspace to submit most of your assignments. However, should you encounter challenges, you can submit them in person or email by the due date. If the due date is a non-class day, you must scan and email it to me at [kcrump@mclennan.edu](mailto:kcrump@mclennan.edu) by the deadline.

All assignments must be typed in Word. Handwritten assignments will not be accepted.

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For every assignment **not** submitted within brightspace, please identify the following on the upper left corner of the page:

Your Name  
Date  
MRKG 2333/Principles of Selling  
Chapter# /Name of Assignment

All communication including changes to the syllabus will be sent to you through your MCC email address and/or Announcements in Brightspace. Please make sure you know how to access the information. One idea is to get your student email set up on your cell phone so you get notified when a new message arrives.

Please do not instant message me through Brightspace. I only receive that when I am logged into the course in BS so I most likely will not respond. It is best to reach me through phone calls, text or emails.

Weekly class information and what is due will be posted on Brightspace. Please make sure you are checking this information several times a week.

If you do not agree with a grade, you have one week from the time it is posted to review it with me.

### **ADDITIONAL BONUS POINTS CAN BE EARNED:**

In the working world, you do not have to be the smartest person to be successful. However, you do have to show initiative, work hard and prove that you care about the business. For that reason, I am going to apply those same principles to the class. You have the opportunity to put forth additional effort and earn additional bonus points.

### **EXTRA CREDIT ASSIGNMENTS (up to 55 points):**

1. Up to 25 points      Meeting/report with pre-approved sales professional  
Conduct a formal interview with a sales professional; submit at minimum a 3-page typed report about what you learned from your discussion. Must be a different business from your project.
  
2. 25 points              Read one of the following books on selling and write a report on it.
  1. How to Win Friends and Influence People by Dale Carnegie
  2. Zig Ziglar's Secrets of Closing the Sale by Zig Ziglar
  3. The Psychology of Selling by Brian Tracy
  
3. 5 points                Complete the instructor feedback form at the conclusion of the semester

### **Late Work, Attendance, and Make Up Work Policies:**

Due dates and deadlines are important in the business world. If you miss a crucial deadline, it could cost your company a significant opportunity/expense. For that reason, late work will not be accepted unless prior arrangements have been made in advance. If you miss class for any reason, you will forfeit all points earned in that class for that day with no chance of making up those points. All work is expected to be turned in at the beginning of class.

If you show up late for a test, you will not be given additional time to take that test. If you do not show up for a test without making prior arrangements, you will lose those points.

It is your responsibility to make mature and reliable decisions regarding your commitment and performance to this class. I believe that regular attendance and note taking is an integral part of the learning process. Your contribution is vital to the success of the class and will contribute towards the 10 bonus points allotted for class participation. Our school's attendance policy requires me to take attendance.

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Since MCC's school attendance policy will be in place, **should you miss 8 classes prior to March 27, I will need to drop you from the class.** Also keep in mind, if you miss a quiz/assignment during class, you will not be able to make it up. The college's official policy can be accessed at the link below.

\* [Click Here for the MCC Attendance/Absences Policy](#)

([www.mclennan.edu/highlander-guide/policies](http://www.mclennan.edu/highlander-guide/policies))

Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

### **Student Behavioral Expectations or Conduct Policy:**

To borrow from the motto adopted by Ritz-Carlton Hotels, "*We are Ladies and Gentlemen serving Ladies and Gentlemen*". We will treat each other with mutual respect. The only thing that you have complete control of in your life is your character, defined as "the mental and moral qualities distinctive to an individual". Make the most of it!

#### **Specific Behaviors Addressed**

Our class is a team and as a team we want to be respectful of each other and our unique differences. For that reason, I want to address specific conduct:

1. Sleeping in class

If you find yourself getting sleepy in class, I encourage you to stand up and move to the back of the room. When you fall asleep, you might be susceptible to snoring that will disrupt the class. In addition, you will miss important course material. If you are sleepy on a continuous basis, it might be wise to assess and change your sleeping habits to ensure you are getting a good night's rest.

If the class has extra credit for perfect attendance and you are caught sleeping during class, it will count as an absence for the day.

2. Arriving late to class

We all have those days that things just do not go right and you get off to a late start but those really should be exceptions and not the norm.

I will handle tardiness on an individual basis. However, keep in mind if you are late 2 or more times, you will be exempt from the extra credit for perfect attendance.

3. Cell phone usage

Answering a phone, texting and reading texts during class is a display of rude behavior which does not align with our class mission of treating each other with respect. As a result, it is required that phones and cell phone watches be put away and out of sight so as not to be a distraction. You may keep the ringer on if expecting a call or for safety reasons. If an emergency occurs, please leave the classroom so you can handle the situation without disturbing the class. Please note this is to be the exception and not the rule so your phone should not be ringing on a regular basis. Please notify all necessary parties that you are busy and cannot take calls during class time.

If you are caught with your cell phone out, you will be given one warning to put it away. If I have to remind you again, you have made it clear that you have other priorities to learning and earning your degree so you will be asked to leave the class for the day and will be counted as absent no matter the duration you have been in class.

With that said, I realize that cell phones are an integral part of your lives and for that reason, I may provide you some "tech time" during class as well as use them

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during class time for educational purposes. I will notify you in class when it is “tech time” and when an app is needed to download for an assignment.

Apps that may be needed are PollEverywhere and any buzzer app. These should all be free

#### 4. Computers

Research has shown that handwriting notes is best for retention of information. For that reason, I do not allow laptops in the classroom. My experience has been that they are used for other reasons than note-taking and as result, serve as a distraction. If you have an accommodation and abuse the privilege, your accommodation may be re-assessed.

#### 5. Having side conversations during lecture or when a classmate is speaking

### **Field Trip Policy (no field trips planned at this time)**

Please remember that you represent MCC and its business programs when you are out in the field.

1. Please be sensitive to the time constraints and business demands of your hosts. Please call during regular business hours, but off-peak times.
2. Be flexible with your schedule so as to create the least amount of hardship for your host. They are doing you a favor by accommodating your request.
3. Please dress professionally while on any kind of field trip. (No jeans, t-shirts, sneakers)
4. Please be on time for your scheduled appointment.
5. Always send a personal thank you note following your visit.
6. Remember the business world can be a small one. Take advantage of any networking opportunities these field trips or personal visits provide you. Begin to develop relationships with these local professionals.

### **\* [Click Here for the MCC Academic Integrity Statement](#)**

([www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity))

The link above will provide you with information about academic integrity, dishonesty, and cheating.

### **Instructor/Class Academic Integrity Statement:**

In the business world, if you are caught stealing, you will immediately lose your job. That same premise will be applied to our class. Cheating on exams or plagiarizing (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and you will be reported to Student Discipline.

### **Student Support/Resources:**

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne’s Pantry (MCC’s food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).



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### **Accommodations/ADA Statement**

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit [mclennan.edu/disability](http://mclennan.edu/disability).

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

[disabilities@mclennan.edu](mailto:disabilities@mclennan.edu)

254-299-8122

Room 319, Student Services Center

### **\* [Click Here for more information about Title IX](#)**

**([www.mclennan.edu/titleix](http://www.mclennan.edu/titleix))**

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at [titleix@mclennan.edu](mailto:titleix@mclennan.edu) or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

*\* You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*