



WACO, TEXAS

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**COURSE SYLLABUS  
AND  
INSTRUCTOR PLAN**

**Principles of Selling  
MRKG 2333.01**

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

**KAREN CRUMP**

**COVID 19 Notice:**

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

## Course Description:

**Course Objectives and/or Competencies:**

**Prerequisites and/or Corequisites:**

### Minimum Requirements Needed for this Course:

### Instructor Information:

Instructor Name: Karen Crump  
MCC E-mail: kcrump@mclennan.edu

Office Phone Number: 254-299-8290

Cell Phone Number: 254-722-6159

Office Location: BT205

Office Hours: 12:30p – 2:30p Tuesdays and Wednesday

***Appointments are requested. I am willing to meet at other times if scheduled.***

Other Information: Please no calls before 7:30am or after 7:00pm!  
Texts are acceptable

### Required Text & Materials:

Title: Professional Selling  
Author: C. Shane Hunt, George Deitz, John Hansen

Edition: 1<sup>st</sup> Edition

Publisher: McGraw Hill Education

ISBN: 978-1-264-13859-8

[MCC Bookstore Website](#)

The text is included with the course through the McGraw-Hill Connect website. An access link can be found in the course in Brightspace. If you do not already have an account, you will have to create one. Access is available through the brightspace course.

### Methods of Teaching and Learning:

## Free Microsoft Office 365:

**Mission Statement:** My mission for this class is to reduce any personal fears you may have in selling, to open your eyes up to effective selling presentations and to help you understand the behind the scenes work involved in the sales world.

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

**WEEK 1: Monday, January 10**

Welcome/Class Orientation  
Chapter 1: Everyone's a Salesperson

**WEEK 2: Monday, January 17**

MLK Day: No Class

**WEEK 3: Monday, January 24**

Chapter 9: Sales Compensation and Career Development  
Chapter 10: The Psychology of Selling: Knowing Yourself  
and Relating to Customers

**WEEK 4: Monday, January 31**

Lecture(not in textbook):  
The Psychology of Selling  
Communication for Relationship Building

**WEEK 5: Monday, February 7**

Chapter 2: Prospecting and Qualifying  
Chapter 3: Engaging Customers and Developing  
Relationships

**WEEK 6: Monday, February 14\*\***

Chapter 4: Social Selling  
Role Play #1 Preparation: The Prospect Call  
\*\*TEST#1: C1-4, 9-10, Wk 4 content

**WEEK 7: Monday, February 21\*\***

Q&A with Haley Davis, Account Executive, Wacoan  
Role Play #1 Preparation: Prospect Call

**WEEK 8: Monday, February 28**

Role Play#1: Prospect Call  
Chapter 5: Sales Presentation Strategies

**WEEK 9: Monday, March 7**

Spring Break – No Class

**WEEK 10: Monday, March 14\*\***

Chapter 6: Solving Problems and Overcoming Objections  
Role Play#2: Approach/Presentation preparation

**WEEK 11: Monday, March 21\*\***

Practice Role Play #2/Review  
Chapter 7: Negotiating Win-Win Solutions

**WEEK 12: Monday, March 28**

Role Play#2 - Presentation  
Chapter 8: Profitology: Pricing and Analytics in Sales

**WEEK 13: Monday, April 4\*\***

Review/Practice of Role Play #3  
Lecture (not in textbook):  
Closing Begins the Relationship  
Service and Follow Up

**WEEK 14: Monday, April 11**

Role Play #3 – Overcoming objections/closing  
Final Role Play Review  
TEST#2: Chapters 5-8, Wk13 lecture

**WEEK 15: Monday, April 18**

Final Role Play Preparation  
Set up appointment for discussion if needed

**WEEK 16: Monday, April 25**

Sales Role Play Presentation

**WEEK 17: Monday, May 2**

Sales Role Play Presentation  
Comprehensive Final Due

**Course Grading Information:**

2 Exams (100 pts each)	200
Comprehensive Final	100
Connect lab activities	150
5 Assignments	75
Attendance	75
3 Role Plays	150
LinkedIn Exercise	50
Sales Presentation*	<u>200*</u>
	1000 points

\*Required to participate to pass course

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

A	900 – 1000 points
B	800 - 899 points
C	700 – 799 points
D	600 - 699 points
F	<600 points

\*\*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)\*\*

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### **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.

### **CONNECT LAB ACTIVITIES (150 points)**

There are several activities including chapter quizzes in our Connect lab. Total points earned divided by total points available will be converted into a percentage and multiplied by 100 for these points.

### **ASSIGNMENTS (75 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 approaching and presenting
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 and 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 (75 points)**

We spend time role playing and reviewing 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 5 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:**

### **COMMUNICATION**

All communication including changes to the syllabus will be sent to you through your MCC email address and announcements in Brightspace. Please make sure you know how to access both. I would suggest setting up your school email – a gmail account - on your smart phone if you have one.

When sending emails to me, make sure you use effective business format. In the subject line, be specific as to the purpose of your correspondence. Avoid typing in all caps. Be clear and concise in what you are trying to communicate. Although I check emails on a regular basis throughout the day, do not expect an immediate reply. If there is a sense of urgency, email is not the best method to use. Pick up the phone and call me. If texting me for the first time, make sure you identify yourself in case I do not have your number in my contacts.

Before you make the effort to contact me, ask yourself where you can find the answer to your question. For example, have you checked the syllabus? Brightspace? A fellow classmate? Managers in the business world expect you to be problem solvers. This is a skill that can be learned so a good time to practice is now while you are in college.

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### ASSIGNMENTS

All required assignments for the week can be found in Brightspace under the weekly module and/or under the Assignments link in the NavBar on the course homepage. Due dates are also posted on the course homepage under Upcoming Deadlines. It is important that you complete all assignments in the weekly module so I would highly recommend you start there every week for weekly content.

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

All assignments must be typed in Word. Handwritten assignments or assignments in other formats will not be accepted. When saving your assignments, make sure to properly name it. This is good business practice.

Presentation is important in the business world. Your documents must look professional. For that reason, your homework assignments must look professional. Take a few minutes after completing the assignment and ask yourself if it looks professional. Points may be lost if your submission does not look neat and organized.

### LATE WORK AND MAKE UP WORK:

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. So pay attention to due dates!

If you miss class for any reason, you will forfeit all points earned in that class for that day. All work is expected to be turned in at the beginning of class. Any homework completed in class will not be accepted.

If you do not show up for an in-classroom test and have not made arrangements in advance, you will forfeit those points. If you show up late for a test, you will not be given additional time to take that test.

### ATTENDANCE:

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. Participation by all students is vital to the success of the class. Our school's attendance policy requires me to take attendance.

MCC's school attendance policy will be in place so should you miss 4 classes prior to March 25, I will need to drop you from the class. Remember that you will be financially responsible for the class even if you drop. 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 from the link in the addendum.

### GRADES:

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

Answers to the tests are not provided. If you would like to review your test, please make an appointment with me so we can review it together.

### MY PHILOSOPHY ON LEARNING:

Learning is hard. Learning is frustrating. Learning takes work. It takes time. Learning can also make you uncomfortable. And learning is a CHOICE. The responsibility to learn is yours and yours alone. I am committed to introducing you to new terms, concepts and ideas and helping you in any way I can to sort out any confusion. But you must own the learning part and want it bad enough to ask questions when you do not understand and see me to sort out more complex and time-consuming issues. I will do everything I can to help you on this journey but I will not do the work for you. If you find that you need additional support, more than I can provide, MCC offers plenty of resources in our Student Success department. Feel free to come see me if you would like to explore these services. So in the spirit of learning something new, embrace the work ahead of you! In the words of Dr. Seuss, "Oh the Places You'll Go!"

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### 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 75 points):

1. Up to 25 points      Meeting/report with pre-approved sales professional  
Conduct a formal interview with a sales professional (sales in title) and 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 at minimum a 3-page 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. 25 points              Perfect attendance. In order to earn this bonus, you must make it to class on time every week and stay for the entire duration.
3. 10 points              Complete the instructor feedback form at the conclusion of the semester

### Student Behavioral Expectations or Conduct Policy:

Since I hail from the hospitality world...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

Consider our class a team...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

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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 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 Poll Everywhere 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.

### **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.

# McLennan

C O M M U N I T Y

# COLLEGE

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## ACADEMIC RESOURCES/POLICIES

### **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. For additional information, please visit [www.mclennan.edu/disability](http://www.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

### **Title IX:**

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 (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at [www.mclennan.edu/titleix/](http://www.mclennan.edu/titleix/). It 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.



**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 or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing [SuccessCoach@mclennan.edu](mailto:SuccessCoach@mclennan.edu). Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

**MCC Foundation Emergency Grant Fund:**

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at [https://www.mclennan.edu/foundation/docs/Emergency\\_Grant\\_Application.pdf](https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf).

**MCC Academic Integrity Statement:**

Go to [www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity) for information about academic integrity, dishonesty, and cheating.

**Minimum System Requirements to Utilize MCC's D2L|Brightspace:**

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

**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 notified via 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.

**Email Policy:**

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

**Instructional Uses of Email:**

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

**Email on Mobile Devices:**

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email [Helpdesk@mclennan.edu](mailto:Helpdesk@mclennan.edu) for help.

**Forwarding Emails:**

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

**Disclaimer:**

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.