

McLennan C O M M U N I T Y C O L L E G E

WACO, TEXAS

COURSE SYLLABUS AND INSTRUCTOR PLAN

**Principles of Selling
MRKG 2333.87**

NOTE: This is a 16-week, online 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.

PRINCIPLES OF SELLING

MRKG 2333

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.

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

Prerequisites and/or Corequisites:

None required

Minimum Requirements Needed for this Course:

This is an online course. Students should have basic computer skills, knowledge of Office 365 especially Word, Excel and PowerPoint, and a basic understanding of how to use search engines and common web browsers. Access to a computer and internet are required to be successful. There are plenty of computer stations throughout the campus for your use including 2 labs in the BT Building and stations in the library. Check the MCC website for hours of these locations.

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: 1:00p – 5:00p Mondays; 10:00a – 12:00p Online Wednesdays and Thursdays
To ensure you time, appointments are requested.
I will be happy to set up a zoom session during online office hours or at any time/day that is convenient. My office phone number (2542998290) will always be the access code for all zoom sessions
Other Information: Please no calls before 7:30am or after 7:00pm unless scheduled!
Texts are acceptable

Required Text & Materials:

Title: Selling: Building Partnerships
Author: Stephen B. Castleberry/John F. Tanner Jr.
Edition: 11th Edition
Publisher: McGraw Hill Education
ISBN: 978-1-260-68295-3
[MCC Bookstore Website](#)

The text and connect lab are 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.

Methods of Teaching and Learning:

Assigned readings, discussion groups, group/individual projects and presentations, real world case studies and assignments, written reports/papers, exams, and quizzes.

Free Microsoft Office 365:

MCC offers Office 365 free of charge to all MCC students. If you are in need of this software, please type in Office 365 in the search bar on MCC's website to learn how to download it.

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.

PRINCIPLES OF SELLING
MRKG 2333

Outline or Schedule (subject to change):

WEEK 1: Monday, January 9

Welcome/Class Orientation
Chapter 1: Selling and Salespeople
Chapter 2: Ethical and Legal Issues in Selling

WEEK 2: Monday, January 16

Chapter 15: Managing Your Time and Territory

WEEK 3: Monday, January 23

Chapter 3: Buying Behavior and the Buying Process
Welcome to the Wacoan sales team!
Distribution of Territories

WEEK 4: Monday, January 30

Chapter 6: Prospecting
Prospecting for accounts

WEEK 5: Monday, February 6

Chapter 4: Using Communication Principles to Build Relationship
Account selection
TEST#1: Chapters 1-3, 6, 15

WEEK 6: Monday, February 13

Chapter 5: Adaptive Selling for Relationship Building
Breakout into salesperson/customer teams

WEEK 7: Monday, February 20

Chapter 7: Planning the Sales Call
Research accounts

WEEK 8: Monday, February 27

Chapter 8: Making the Sales Call
Role Play#1: Cold Call...Setting the Appointment

WEEK 9: Monday, March 6

No Work this Week: SPRING BREAK!!

WEEK 10: Monday, March 13

Chapter 9: Strengthening the Presentation

WEEK 11: Monday, March 20

Chapter 10: Responding to Objections
Role Play #2: First Sales Call..Qualifying and Presentation

WEEK 12: Monday, March 27

Chapter 11: Obtaining Commitment
TEST#2: Chapters 4,5,7-10

WEEK 13: Monday, April 3

Chapter 12: Formal Negotiating
Role Play#3: Overcoming Objections and Closing

WEEK 14: Monday, April 10

Chapter 13: Building Partnering Relationships
Chapter 14: Building Long Term Partnership

WEEK 15: Monday, April 17

Chapter 16: Managing Within Your Company

WEEK 16: Monday, April 24

Final Sales Role Play Presentation

WEEK 17: Monday, May 1

TEST#3: Chapters 11-14, 16

Course Grading Information:

Orientation	25
3 Exams (75 pts each)	225
Connect lab activities	150
10 Assignments	100
Attendance/Participation	150
3 Role Plays	150
LinkedIn Exercise	50
Sales Presentation*	<u>150*</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)

Your final grade will be kept up-to-date in the grade book based on the assignments that have been graded. You will see something like 45/50. The 1st number refers to your grade earned from the graded assignments; the 2nd number refers to the points that were available for that graded work. It will not include any assignments not yet graded.

PRINCIPLES OF SELLING

MRKG 2333

ORIENTATION (25 points)

Make sure to complete the orientation and all required activities.

ATTENDANCE/CLASS PARTICIPATION: (150 points)

Every week, you will have an assignment in class discussions. Your responses will count towards your attendance/participation points. If you respond to someone's comment, you will receive some additional credit – see Extra Credit section for details.

CHAPTER TESTS (225 points)

There will be 3 chapters tests 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 miss a test and have not made prior arrangements with me, you will forfeit those points. All exams will be online in Brightspace. Academic integrity is important especially in an online environment. If it is obvious that a question to an exam has been copied from an online source, you will receive an automatic 0 for the test. Please take this seriously.

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 150 for these points. All activities in the lab can be taken unlimited times to maximize these points.

ASSIGNMENTS (100 points)

Throughout the semester you will have miscellaneous assignments. These will include answering chapter questions, case studies and real-world sales exercises. Your 10 highest grades will count towards this category.

ROLE PLAYS (150 points)

In order to really understand the principles, we study 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 setting up a sales appointment
2. Role play on approaching and presenting
3. Role play on overcoming objections and closing

You will be working in pairs and recording your role plays in zoom to post in our class discussions. For your role plays, you will be playing two parts: the part of the salesperson and the part of your partner's customer. You will be acting as your partner's customer for all 3 role plays.

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.

FINAL SALES PRESENTATION (150 points)

This presentation is required to pass this course. You will be using the skills you have learned in the semester role plays to conduct a sales call from cold call, to presentation to close. I will be acting as your customer. If you miss your presentation's scheduled day, you will not be able to make up the assignment 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 (your initials student ID#@students.mclennan.edu) 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. My recommendation is to check your emails several times a day.

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. I check emails on a regular basis throughout the day so they will be returned within 24 hours

PRINCIPLES OF SELLING

MRKG 2333

of receipt except over the weekend or holidays. Those emails will be returned on the first business day that MCC is open. 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.

ASSIGNMENTS

All required assignments for the week with point values can be found in Brightspace under the ASSIGNMETN section in the weekly module. Due dates are also posted on the course homepage under Upcoming Deadlines. It is important that you complete all assignments in the weekly module. A quicklink is also provided in the NavBar.

You will be using Brightspace to submit all assignments. However, should you encounter challenges, you can email it to me at kcump@mclennan.edu by the deadline. This should be the exception however so if you need assistance on how to upload in Brightspace, make an appointment with me.

All assignments must be typed in Word – no other formats will 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. Font should never be bolded unless you are trying to emphasize a point....spacing should be just right...indents used when needed. I have included a sample of a quality submission in the assignment section's header.

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!

ATTENDANCE:

It is your responsibility to make mature and reliable decisions regarding your commitment and performance to this class. MCC's school attendance policy requires me to take attendance. I have decided on a method that will hopefully encourage engagement with each other...

According to our school's policy, should you miss 4 weeks of activity by March 23, I will need to drop you from the class. However, I will never drop you without communication. Remember that you will be financially responsible for the class even if you drop and the 6-drop rule will be applied. The college's official policy can be accessed from the link in the addendum.

Click Here for the MCC Attendance/Absences Policy
(<https://www.mclennan.edu/highlander-guide/policies.html>)

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

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

PRINCIPLES OF SELLING

MRKG 2333

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!" Hopefully, we are never too old for a little wisdom from Dr. Seuss!

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 85 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. Up to 25 points 1 point bonus for every response to a unique classmate during our weekly class attendance discussion in our discussion. For example, any or all responses to 1 classmate equals 1 point. Responses to 3 classmates would be 3 points. Responses must be more than just a few words. The purpose is to create conversation!
4. 10 points Complete the instructor feedback form at the conclusion of the semester

Instructor Recommendations:

An online course takes self-discipline to achieve success. This class is broken out week by week with specific assignments and activities that must be completed. My recommendation is to always log into the course every Monday, the start of every week, to assess what your week looks like with respect to assignments and deadlines. You may have a chapter quiz and chapter test in the same week so it is better to plan ahead.

Make sure to go into this class with a back up plan in case your computer crashes and your internet goes down. Know what you will do if one of those scenarios happens. These situations cannot be used as reasons for assignments not getting completed by the deadlines. Know that there are many computer labs available on campus. The library probably offers the greatest availability. Do your research and investigate into these labs so you are better prepared.

Take the orientation seriously so you gain an understanding of the course format and structure on Brightspace.

The textbook is an integral part of the course and chapter reading will be required every week to better understand the material. An e-text has been included in the course tuition and fees so you will have immediate access through the McGraw-Hill connect site.

Since the responsibility of learning falls on your own personal efforts, make sure to reach out to me if you are confused about something. Before placing the call however, please make sure you check all resources including the syllabus and your classmates to find a solution; my experience has been that answers to most questions can be found there. I do my best to respond to your inquiries as quickly as possible but for planning purposes, anticipate at least a 24-hour turnaround. There is also a "Help" discussion topic under each weekly module. You can submit your questions for the benefit of the entire class. I will do my best to check this topic daily.

Reading and comprehension are key to being successful in an online environment. If you have reached this point in the syllabus, please email me with the subject line, "I have really read the syllabus" for 15 added bonus points.

Course Notes:

1. Just a reminder that the announcements section on homepage only shows the last announcement. You must click on the Show All Announcements link to open up all announcements. Same with the deadlines....only 5 show so you must open up the calendar to see them all.
2. Weekly content will open up every Monday by 8:00am so you will not be able to work ahead in this course.

Student Behavioral Expectations or Conduct Policy:

I am a "hotellie" at heart and just love the philosophy of Ritz Carlton Hotels, a luxury brand. To borrow from their motto, *"We are Ladies and Gentlemen serving Ladies and Gentlemen"*. Even though this class is in an online format, we will treat each other with mutual respect. If you are frustrated with something and do not understand, please communicate with me. I am here for support and to help you succeed. I am not out to get you or make things difficult. But let's face it, sometimes in college you have to do things you don't like doing...that is why a degree offers so much value to employers- it proves you can go the distance! Remember, your behavior and character are the only things that you have complete control of in your life. Make the most of it!

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) may result in a failing grade and you will be reported to Student Discipline.

TurnItIn

Brightspace has a feature called TurnItIn...it allows me or you to run your assignment through a reader to reveal the percentage of the paper that has been plagiarized. As long as you are within a 0-25% margin, you will be fine; anything higher will result in points lost. Anything higher than 60% will result in a 0 and potential discipline action. My recommendation is to run your assignment thru this feature to see your results before you submit it. I will notify you if this feature has been turned on for an assignment.

Updated 11/04/2022

McLennan
C O M M U N I T Y
COLLEGE

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.

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

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 acting Title IX Coordinator at titleix@mclennan.edu or by calling, Dr. Claudette Jackson, (Diversity, Equity & Inclusion/Title IX) at (254) 299-8465. MCC employees are mandatory reporters and must report incidents immediately to the Title IX Coordinator. Individuals may also contact the MCC Police Department at (254) 299-8911 or the MCC Student Counseling Center 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/. 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/>

Academic Support and Tutoring is here to help students with all their course-related needs. Specializing in one-on-one tutoring, developing study skills, and effectively writing essays. Academic Support and Tutoring can be found in the Library and main floor of the Learning Commons. This service is available to students in person or through Zoom from 7:30 am - 6:00 pm Monday through Thursday and 7:30 am - 5:00 pm on Friday. You can contact the Academic Support and Tutoring team via Zoom (<https://mclennan.zoom.us/j/2542998500>) or email (ast@mclennan.edu) during the above mentioned times.

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 either MCC CREW – Campus Resources Education Web by calling (254) 299-8561 or by emailing crew@mclennan.edu or a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Both are located in the Completion Center located on the second floor of the Student Services Center (SSC) which is open Monday-Friday from 8 a.m.-5 p.m.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to https://mclennan.co1.qualtrics.com/jfe/form/SV_07byXd7eB8iTqJg. Both the Completion Center and Paulanne's 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.

MCC Academic Integrity Statement:

Go to 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-andStaffCommons/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. For more information about your student email account, go to www.mclennan.edu/studentemail.

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 for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](#)
- [Email Setup for Androids](#)

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.

For more helpful information about technology at MCC, go to [MCC's Tech Support Cheat Sheet](#) or email helpdesk@mclennan.edu.

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.