

MKTG 3570: Personal Selling
Section 01 - Spring 2016
M, W: 3:40PM – 5:45PM – Classroom: PIGT 308

Professor: Dr. C. Jay Lambe (“Jay”)
Office: Pigott 529
Office Hours: Days/Times Below, and By Appointment

Monday:	Tuesday:	Wednesday:	Thursday:	Friday:
▪ 5:55pm-6:30pm	▪ 12:20pm-1:30pm & ▪ By appointment.	▪ 5:55pm-6:30pm	▪ No Office Hours – (I am unavailable to meet Thursdays.)	▪ By Appointment

E-mail: lambecj@seattleu.edu **With respect to e-mailing me, please note:**
Office Phone: (206) 715-1938
Course Website: Canvas

REQUIRED TEXT: *Selling: Building Partnerships*; Castleberry & Tanner 2014.
This is a custom-book must get from SU Bookstore (ISBN: 9781308100685)

COURSE OVERVIEW:

(Per course catalog): This course **introduces** the principles, concepts and techniques of personal selling, with an emphasis on embracing the 'marketing concept'. The emphasis of the course is on personal selling as an embodiment of the firm's marketing strategy. Multiple teaching and learning techniques are used -- lecture, discussion, considerable student work, both individual and small group work, case studies, and speakers.
Prerequisites: **MKTG 3500 and Econ 2600.**

EXAMS:

We have two (2) closed-book multiple-choice and true-false Examinations that each covers about 50% of the course material (Lecture Material and Assigned-Reading Material).

SALES INTERVIEW ROLE PLAY: (see Summary Course Schedule below in Syllabus)

1) Near middle of course each student will conduct a Sales Interview Role Play in-person with me based on case information I'll provide 2 full-weeks before the first sales interview role plays begin.

SALES PRESENTATION ROLE PLAY: (see Summary Course Schedule below in Syllabus)

1) Late in the course, each student will conduct a Sales Presentation Role Play in-person with me based on information discovered during the Sales Interview Role-Play (thus, doing well in the Sales Interview is critically important since a student's performance in the Sales Interview will affect the Sales Presentation).

GRADING:

Class Participation:	14.00% of final grade. (See simple Class Participation Rubric on Canvas.)
Quizzes:	7.00% of final grade. (Each is 10 true-false &/or multiple-choice questions.)
Exam 1:	20.75% of final grade. (Please don't miss this exam - there is NO make-up.)
Sales Interview:	21.00% of final grade. (Includes quality of self-assessment/reflection.)
Exam 2:	20.75% of final grade. (Please don't miss this exam - there is NO make-up.)
<u>Sales Presentation:</u>	<u>16.50% of final grade.</u> (Includes quality of self-assessment/reflection.)
Total	100%

COURSE AND CLASSROOM POLICIES:

- (1) Students must do ALL of their own work on Role-Plays unless otherwise notified.
 - **Unauthorized collaboration (of any kind) is violation of SU ACADEMIC HONESTY POLICY.**
- (2) Improper-use of Source material for Projects is a violation of SU ACADEMIC HONESTY Policy.
- (3) **ACADEMIC HONESTY:** Seattle University is committed to the principle that academic honesty & integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to Seattle University Academic Honesty Policy, see: http://www.seattleu.edu/regis/Policies/Policy_2004-01.htm
 - **If you are not sure if a particular action is acceptable according to the Academic Honesty Policy, you should always check with your instructor before engaging in it.**
- (4) **Laptops, Tablets, Smartphones, and Other Electronic Devices:**

Education research clearly shows that active memory increases when distractions are minimized.

→ **The use of laptops, tablets, smartphones, & other electronics is not allowed during class.**

Such use has been found to be distracting to students and instructors alike and ultimately detrimental to the learning environment.

A violation of this policy may result in appropriate grade sanctions as determined by your professor.
- (5) **Audio/Video Recording of Class:** For protection of proprietary knowledge and for a variety of other reasons, audio and video recording of any class session **is strictly prohibited.**
- (6) **Reviewing Exams:** Students have 14 days (2 weeks) after taking an Exam to review it with me.
- (7) **Disabilities:** If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.
- (8) **Possible Changes to Course Syllabus:**

I have made every effort to prepare a syllabus that is as accurate and complete as possible. However, there are circumstances (including illness) that sometimes warrant changes, thus, this syllabus is subject to reasonable changes to stay current with topics related to the class and/or to best accomplish class objectives. In the event of a change, you will receive a new syllabus, the changes will be announced in class, and the changes will be announced through a class email.

SUMMARY COURSE SCHEDULE: MAY BE REVISED BASED ON CLASS PROGRESS

Date	Class#	Topic	Assigned Reading
Wed. Mar 30	1	<ol style="list-style-type: none"> Course Expectations. Introduction: Personal Selling, the Sales Profession, Building Relationships. <u>Relevant Marketing Fundamental Know-What</u> for P Selling. 	Syllabus. → Bring syllabus to 1st class.
Mon. April 4	2	<ol style="list-style-type: none"> Sales Profession and Building Relationships Buying Center, Buyer Behavior, Buying Process 	Buying Behavior and the Buying Process (p. 4-31).
Wed. April 6	3	Quiz #1 → (on pg 4-31: Buying Behavior and the Buying Process) <ol style="list-style-type: none"> Buying Center, Buyer Behavior, Buying Process - cont. Role-Play Assignment Discussed/Provided. 	
Mon. April 11	5	<ol style="list-style-type: none"> Consultative Selling Skills and SPIN Planning the Sales Call. 	Planning the Sales Call (p. 40-55).
Wed. April 13	6	Quiz #2 → (on pg 40-55): Planning the Sales Call <ol style="list-style-type: none"> (more on) Consultative Selling Skills and SPIN (more on) Planning the Sales Call. 	
Mon. April 18	7	<ol style="list-style-type: none"> Topic TBA. Wrap-Up Remaining material. Discuss/Remind Exam 1 Details. Schedule Your Role-Play Day/Time-Slot. Time for Final Questions on Role-Play Assignment. 	Making the Sales Call (p. 62-84).
Wed. April 20	8	Exam 1 (Covers <u>all</u> in-class material <u>and</u> assigned reading <u>to this point</u> .) <ul style="list-style-type: none"> Students responsible for knowing well: <ol style="list-style-type: none"> Everything Covered In-Class <u>before</u> Exam 1. All Assigned Reading <u>before</u> Exam 1. 	
Mon. April 25	9	Sales Interview Role Plays -- No Class.	
Wed. April 27	10	Sales Interview Role Plays -- No Class. <ul style="list-style-type: none"> Use this extra time to study the reading assignments → 	Managing Within Your Company (p. 180-201).
Mon. May 2	11	Sales Interview Role Plays -- No Class. <ul style="list-style-type: none"> Use this extra time to study the reading assignments → 	Strengthening the Presentation (p. 92-112).
Wed. May 4	12	Quiz #4 → (on pg 180-201: Managing Within Your Company) <ol style="list-style-type: none"> Managing the Selling Center. 	See both Reading Assignments above.
Mon. May 9	13	Quiz #5 → (on pg 92-112: Strengthening the Presentation) <ol style="list-style-type: none"> Topic To Be Announced 	
Wed. May 11	14	<ol style="list-style-type: none"> Making Effective Sales Presentations. Role-Play Assignment Discussed/Provided. 	Responding to Objections (p. 120-143).
Mon. May 16	15	Quiz #6 → (on pg 120-143: Responding to Objections) <ol style="list-style-type: none"> Responding to Objections. Obtaining Commitment. 	Obtaining Commitment (p. 150-172).
Wed. May 18	16	Quiz #7 → (on pg 150-172: Obtaining Commitment) <ol style="list-style-type: none"> Wrap-Up Remaining material. Schedule Your Role-Play Day/Time-Slot. Time for Final Questions on Role-Play Assignment. 	
Mon. May 23	17	Sales Presentation Role Plays -- No Class.	
Wed. May 25	18	Sales Presentation Role Plays -- No Class.	
Mon. May 30		<i>Memorial Day -- NO Class.</i>	
Wed. June 1	19	Sales Presentation Role Plays -- No Class.	
Mon. June 6	20	<ol style="list-style-type: none"> Reminder of Exam 2 Details. Warm-Up Review for Exam 2. 	
Wed. June 8 (4:00-6:00pm)		Exam 2 (Covers <u>all</u> in-class material <u>and</u> assigned reading <u>after Exam 1</u>) <ul style="list-style-type: none"> Students are responsible for knowing well: <ol style="list-style-type: none"> Everything Covered In-Class <u>after</u> Exam 1. All Assigned Reading <u>after</u> Exam 1. 	