Syllabus: MRKG-2333 - Principles of Selling-IN

MRKG 2333
INTERNET
Principles of Selling
Alvin Community College
SPRING 2007

COURSE DESCRIPTION
This course develops an overview of the selling function to an organization’s success. It will examine the social, ethical, and legal issues in selling. The course will discuss the entire selling process, selling strategies, practices, and techniques.

COURSE OUTLINE
Educational Objectives
A. To gain an understanding of personal selling as a major function within the marketing and promotional mix of a firm.
B. To improve the student’s communication ability.
C. To familiarize the student with the principles of selling.
D. To have the student be able to present a sales presentation by visually, verbally, and nonverbally communicating their information using the selling skills described in the textbook.

GRADING SCALE
90 outh 100 = A
80 outh 89 = B
70 outh 79 = C
60 outh 69 = D
Below 60 = F

GRADE DISTRIBUTION
3 Exams @ 100 points each 300 pts.
Assignments/Case Studies/Chapter Assignments 150 pts.

TOTAL outh
450 pts.

TEXTBOOK
http://webct6.alvincollege.edu/webct/urw/lc826944007001.t...yllabus/externalPrintableView.jsp?syllabusId=826962552001 (1 of 4)3/2/2007 8:36:39 AM
ASSIGNMENTS
There is a SUBMIT ASSIGNMENTS link for each of the 3 assignments on the WebCT website (MRKG 2333) in which you can send your assignments. This link will ensure that your assignments are dated, graded, and returned to you properly.

There will be various case study assignments and exercises due on various dates during the semester. **The assignment schedule and due dates are enclosed in this packet of material. ASSIGNMENTS ARE DUE ON THEIR DUE DATES-IF LATE, POINTS WILL BE DEDUCTED!!

EXAM ADMINISTRATION
The student will take each exam online via this WebCT website. Each exam is timed and the student can only have one attempt at taking each exam. YOU ARE NOT ALLOWED TO USE YOUR TEXTBOOK OR ANYTHING ELSE WHILE TAKING THE EXAM! The LAST DATE to take all of the exams will be MONDAY, APRIL 30, 2007 by midnight.

The exam schedule will be as follows:
Exam #1 CH. 1,3,4
Exam #2 CH. 5,6,7,8
Exam #3 CH. 9,10,11,12

Instructor’s Office Hours:
The student is responsible for all of the material in each chapter unless notified otherwise by the Instructor. If you need to have a conference, course assistance, or need to be advised, please call and make an appointment.

INSTRUCTOR
Dr. Rochelle R. Brunson
D229
(281) 756-3812
(281) 756-3862 (Fax)
Office Hours: MW-8:45-9:30; M-12:30-2; W-1-2; T-10-12; TH-1-4; F-10-11
campus e-mail: rbrunson@alvincollege.edu

*ADA: This college will adhere to all federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational
opportunity. It is the policy of ACC to provide reasonable accommodations for qualified individuals who are students with disabilities. It is the student’s responsibility to contact the Counseling Center in a timely manner to arrange for appropriate accommodations.

MRKG 2333 [PRINCIPLES OF SELLING ASSIGNMENTS

**Please note: It is up to the student to keep up with the due dates of the assignments and taking the exams. The Instructor will NOT drop the student from the course-it is the student’s responsibility to do so is they fall too far behind in the course. DROPPING (WITHDRAWING) FROM THE COURSE: If you decide to drop this course, please remember that it is YOUR responsibility to complete the drop process through the Registrar’s Office. The deadline to drop this course is 5 p.m. on April 10, 2007. It is not the policy of the Management Development department to give incompletes. Incompletes are only given under extreme circumstances.**

ASSIGNMENTS ARE DUE ON THEIR DUE DATES-IF LATE, POINTS WILL BE DEDUCTED!!

DUE DATE: Monday, February 05
p. 36 & 37 - “Are You A Global Traveler?”
p. 76 & 77 – Selling Experiential Exercise – “Ethical Work Climates” (tell the number for each and the total and then discuss)
p. 80 & 81 – Case 2.2 – Sales Hype: To Tell The Truth or Stretch It, That Is The Question
p. 114 & 115 – Sales Application Questions - #11, #12
p. 115 - Further Exploring the Sales World - #1, #2
p. 144 – Sales Application Questions - #6
p. 145 - “Listening Self Inventory”

DUE DATE: Monday, March 05
p. 147 – Case 4.1 Skaggs Manufacturing (2 questions)
p. 179 – Selling Experiential Exercise – “How Is Your Self-Confidence?” (put total score and what it means)
p. 191 – Sales Application Questions - #3
p. 223 - Ethical Dilemma – “What An Offer! Or Is It?”
p. 224 & 225 - Selling Experiential Exercise - “Your Attitude Toward Selling”
p. 227 - Case 6.1 – Canadian Equipment Corporation (which alternative and WHY)
p. 243 - Ethical Dilemma – “To Check, or Not To Check”
DUE DATE: Monday, April 02

p. 246 & 247 – Sales Application Questions - #8

p. 273 & 274 – Selling Experiential Exercise – “What Are Your Negotiation Skills?” (put total score and what it means)

p. 275 & 276 – Case 8.2 A Retail Sales Presentation

p. 336 – Further Exploring the Sales World - #3 (tell what product the t.v. ad was representing and discuss what was used)

p. 338 – 341 – Case 10.2 Major Oil Co.

p. 436 – Selling Experiential Exercise - “What’s Your Attitude Toward Customer Service?” (put your score and what it means)