



Effective Selling

BUA 131 PL99

Fall 2018

Number of Credits: 3

Days Class Meets: Tuesday

Meeting Times: 12:00 – 15:30

Location: TBD

Instructor: Vincent Maltese

Office: n/a

Contact Phone: n/a

Contact Email: maltesevincentj@jccmi.edu

Office Hours: By appointment

Online: n/a

Course Description

This class covers the basic fundamentals of selling, adaptable to any product or potential customer. Skills learned include satisfying customer needs, recognizing individual motives for purchase, sales, psychology, business etiquette and developing long-term consultative relationships with the customer. Persuasive sales presentations are developed and delivered using the steps of the selling process.

Prerequisite(s)

CIS 095*, ENG 085* and ENG 090*

Course Goals

By the end of the course, students should have a personal selling philosophy, relationship strategy, product strategy, customer strategy, and presentation strategy developed.

Course Objectives

1. Survey the field of sales and the dynamics of how it affects everyday life
2. Analyze how the Internet has changed sales for the 21st century
3. Identify ethical and legal issues in sales
4. Identify buyer behavior and the buying process
5. Explore communication principles for effective selling
6. Survey the partnership process as it relates to sales
7. Explore how demographics play a large role in sales

Textbook

Selling Today: Partnering to Create Value, Manning, Ahearne, and Reece, 14th Edition, Pearson Education.

Text Book Zero! *This text is available in a digital format. Please see the links posted on our class Jet Net site. This text is available to rent or purchase in digital format through the JC Bookstore.*

Extras

A sufficient supply of paper and pens will be needed for this course.

Grading Procedure and Grading Scale

17 quizzes = 340 points 5 development essays = 250 points 1 final exam = 110 points Total = 700 points	Determination of Final Grades:	
	630 – 700	4.0
	595 – 629	3.5
	560 – 594	3.0
	525 – 559	2.5
	490 – 524	2.0
	455 – 489	1.5
	420 – 454	1.0
	385 – 419	0.5
	0 – 384	0.0

Course Requirements

Development Essays (50 points each): Development essays should be approximately 750 words in length (the equivalent of three typed pages, double spaced). The intent here is to take our learnings and place them in “real world” contexts.

1. Develop a personal selling philosophy (reference chapters 1 and 2 in the text).
2. Develop a relationship strategy (reference chapters 3, 4, and 5 in the text).
3. Develop a product strategy (reference chapters 6 and 7 in the text).
4. Develop a customer strategy (reference chapters 8 and 9 in the text).
5. Develop a presentation strategy (reference chapters 10 through 15 in the text).

Chapter Quizzes (20 points each): Each chapter will have a quiz with two chapters represented on each quiz. All quizzes are “open book” and will be completed outside of class.

Final Exam (110 points): We will have a cumulative final exam that covers all assigned readings during this semester.

Student Responsibilities

Jackson College is totally committed to student success. As an employee of Jackson College, I am an integral part of the College and am therefore totally committed to your success. As a student, you are also an integral part of the College and your total commitment to success is also required. It is expected that students will attend all classes, complete and submit all assignments by the due date, and seek help as soon as it is needed. A strong student/faculty partnership is essential to the achievement of academic goals so it is very important for students to seek instructor help in a timely fashion.

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism is defined as the failure to give credit for the use of material from outside sources.

Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

Course Management

Make good use of our time by being prepared and asking good questions. I am here to help; all questions are welcome! Use others as resources when appropriate. Your textbook contains a wealth of information read - reread as necessary to complete your assignments.

Makeup Policy

Makeup or late work will be accepted with a 50% reduction in points.

Help

Office hours, by appointment, are there for you to come get help. Please come and see me if you need questions answered. Remember, though, that office hours are not a replacement for attending class. Get a regular study group. Work with your peers and call on each other when needed!

Development Essay Rubric

90 – 100%

Student demonstrates full grasp of the subject area. Depth of answer is appropriate for type of question asked and necessary support and evidence is given for answer. Student shows excellent understanding of the material. High levels of analysis, synthesis and evaluations used. Answer is accurate, legible and organized for optimum communication and free of spelling and grammar mistakes.

80 – 89%

Student demonstrates general understanding of the subject area but lacks advanced concepts. Student did not fully support answer with necessary facts and evidence but student shows a good understanding of the material. Moderate levels of analysis, synthesis and evaluations used. Answer is accurate with nominal level of errors in spelling, grammar, syntax or organization.

70 – 79%

Student demonstrates peripheral knowledge of the subject but did not answer specific question. Student shows some understanding of the material but did not support answer with necessary facts and evidence. Significant level of errors in writing mechanics or organization.

60 – 69%

Student's answer did not address question asked. Student made attempt at answer but missed the point of the question. Student's work meets bare minimum requirements in content and lacks some key understanding of the material. Document organization and/or mechanics are well below professional expectations.

< 60%

Does not meet minimum requirements in content. Work shows little understanding of material. Grammar, structure and spelling are not on college level.

Calendar

The following is a tentative course calendar. Changes may occur due to class cancellations or other factors which may arise during the semester.

Date	Discussion Topic	Assignments
09/11/2018	First meeting: syllabus/course requirements discussed	Read Ch. 1 – Q1
09/25/2018	Meeting as required.	Read Ch. 2, 3 – Q2, Q3 – Dev. Essay 1
10/02/2018	Meeting as required.	Read Ch. 4 – Q4
10/09/2018	Meeting as required.	Read Ch. 5, 6 – Q5, Q6 – Dev. Essay 2
10/16/2018	Meeting as required.	Read Ch. 7 – Q7
10/23/2018	Meeting as required.	Read Ch. 8, 9 – Q8, Q9 – Dev. Essay 3
10/30/2018	Meeting as required.	Read Ch. 10 – Q10
11/06/2018	Meeting as required.	Read Ch. 11, 12 – Q11, Q12 – Dev. Essay 4
11/13/2018	Meeting as required.	Read Ch. 13 – Q13
11/20/2018	Meeting as required.	Read Ch. 14, 15 – Q14, Q15 – Dev. Essay 5
11/27/2018	Meeting as required.	Read Ch. 16 – Q16
12/04/2018	Meeting as required.	Read Ch. 17 – Q17
12/11/2018	Meeting as required.	Study for Final Exam
12/18/2018	Final Exam	

Caveat

Efforts are made to plan for the smooth progress through the semester for course progress and completion. Occasionally, factors beyond the control of students and faculty make it necessary to revise the plan in this syllabus and minor changes must be made.

Important Dates: Fall 2018

DATE	EVENT
SEPT. 4, 2018	DAY AND EVENING CLASSES BEGIN
SEPT. 4 – DEC. 20, 2018	SEMESTER DATES
SEPT. 18, 2018	IN-SERVICE DAY. NO CLASSES
OCT. 5, 2018	PATHWAY SHOWCASES DAY. NO CLASSES
NOV. 21 – 25, 2018	THANKSGIVING BREAK. NO CLASSES
DEC. 20, 2018	END OF FALL SEMESTER
DEC. 22, 2018	GRADES DUE

Attendance Policy

In compliance with Federal Title IV funding requirements, as well as college initiatives, reporting of student participation in classes will occur at three designated times each semester. Instructors will assign one of three non-transcribed letter symbols to each student during each reporting period (see below). Students identified as no longer participating will be dropped or administratively withdrawn from the class, and students identified as needing academic assistance will be contacted.

Participation/Progress Symbols

- H – The student is not doing acceptable work and needs **Help** to be successful.
- Q – The student has not participated and the instructor believes they have unofficially withdrawn (**Quit**). These students will be dropped/withdrawn from the class.
- V – The instructor **Verifies** that the student is participating and doing acceptable work.