



315-110 (80300) F2F Personal Selling

Fall 2017 rev. 08.12.2017(final)

Texas A&M University - Central Texas

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Lana Kay Carey, BAAS, MBA/Marketing

Office: Founder's Hall Room 318 H

Phone: 254-702-1290 (cell preferred) 254-501-5844 (office)

***Email: Preferred mail through Canvas Inbox. Email address if Canvas is down:
lcarey@tamuct.edu***

Office Hours:

Tuesday/Thursday: 1:00 pm – 2:00 pm and 4:00 pm – 6 pm

Mode of instruction and course access:

This course is a Face-2-Face course and uses the TAMUCT Canvas Learning Management System: [<https://tamuct.instructure.com>]

Student-instructor interaction:

I will be checking Canvas Inbox once or twice a day during the week and on most weekends. If you have an emergency you are welcomed to call me at 254-702-1290 between the hours of 10:00 am and 9:00 pm.

UNILERT:

Emergency Warning System for Texas A&M University – Central Texas

UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email account.

Connect at [Unilert](https://www.tamuct.edu/departments/security/unilert.php) [<https://www.tamuct.edu/departments/security/unilert.php>] to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location.

Course Description: Personal Selling. A study of the role and function of personal selling as a part of the marketing mix. Techniques in identifying and locating prospective customers, approaching the prospect, presentation, and demonstrations of products and services, closing the sale, and servicing customer accounts are covered in theory and practice. Prerequisite: MKTG 314/301 or approval of School Director.

Student Learning Outcomes:

Explain the long-term importance of ethical professional service based selling to the company.

Develop a product benefit based sales presentation to satisfy the needs of the customer.

Perform the steps in the selling process and build a relation with the customer.

Develop a time management strategy to increase sales productivity.

Required Reading and Textbook(s):

Futrell, Charles, *ABC's of Relationship Selling through Service*, 11th /2011 edition, McGraw-Hill, ISBN: 978-0-07-340484-4

Students can purchase or rent the print text or digital text at their chosen retail or online store. It must be purchased and received within the first week of class.

A student of this institution is not under any obligation to purchase a text book from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Course Requirements:

Reading Assignments:

Students will be required to read the text for this course. Specific assignments will be given to meet the class needs.

Article Summaries: 20% or 200 points

Students will be required to summarize a personal selling article, which must be related to the materials in one of the chapters of the text. Each summary should be 1.5 to 3 typed double-spaced pages, with a cover page (APA format).

A copy of the article from a **current** (no more than one year old) business periodical, journal or the Internet should be stapled to the summary. Each student will be required to give a brief report on the article. Articles are due and will be presented as assigned. A copy of the article, article summary and a cover page will be provided to Ms. Carey **before your presentation.**

Assignments: 200 points

There are a total of 14 assignments to be turned in (see 6.0 for details) with each assignment worth 14.28 points for a total of 200 points. These assignments must be typed, with the question single spaced and bold and the answer double spaced not bold. Key Terms will be bold with answer single spaced. These chapter questions and key terms will be organized in a 3-ring folder/binder with a table of contents that allows instructor to sign off on each of the 14 assignments.

Examinations: 600 points

This course will have 3 examinations. Each exam is worth 200 points.

SALE Assignment: 140 points

There are 7 SALE assignments. Each assignment is worth 20 grading points. The due dates and page numbers with instructions are listed in the syllabus under 6.0. The assignments will be typed double spaced with a cover page for each assignment. No late assignments will be accepted.

Team Presentation: 200 points

Will be discussed in detail in class.

Grading Criteria

Grading Computations:

Students are evaluated on the following aspects:

	Points Value:
Examinations	600
Assignments	200
Article Review	200
SALES	140
Team Presentation	<u>200</u>
Final Grade Total	100% 1340

Grading scale is:

		<u>Points</u>
90 – 100	A	1206
80 – 89	B	1072
70 – 79	C	938
60 – 69	D	804
Below 60	F	803 and below

6.0 Course Calendar

Caveat: Like all schedules, the following is **TENTATIVE**. As your instructor I reserve the right to make changes as needed to this schedule. If changes are necessary, they will be announced in class. It is your responsibility to learn of any changes announced in your absence.

CLASS	DAY	DATE	ASSIGNMENT (due on date listed)
1	T	Aug 29	Introduction
2	R	31	Ch. 1: Key Terms
3	T	Sept. 5	Ch. 2 : Key Terms
4	R	7	Ch. 3: Key Terms
5	T	12	<i>Student Application Learning Exercises</i> SALE 1 (PAGE 117)
6	R	14	Ch. 4: Q 2 + Key Terms
7	T	19	Ch.5: Key Terms Only SALE 2 (page 194)

8	R	21	Exam 1 – Chapter 1 - 5
9	T	26	Ch. 6: Key Terms Only
10	R	28	Ch. 7: Key Terms Only SALE 3 (page 249)
11	T	Oct. 3	Ch. 8: Q 1, 7, 8 + Key Terms
12	R	5	Ch. 9: Key Terms
13	T	10	SALE 4 (page 307)
14	R	12	Ch. 10: Key Terms
16	T	17	SALE 5 (page 338)
17	R	19	Ch. 11: Key Terms Only
18	T	24	Exam2 – Chapter 6 – 11
19	R	26	SALE 6 (376)
20	T	31	Chapter 12: Key Terms Only
21	R	Nov. 2	SALE 7 (PAGE 409)
22	T	7	Ch. 13: Q 7, 8 +Key Terms
23	R	9	Ch. 14: Q 6, 8, 9 + Key Terms
24	T	14	Exam 3 Chapter 12 - 14
25	R	16	GROUP WORK
26	T	21	GROUP WORK
27	R	23	GROUP WORK
28	T	28	GROUP WORK
29	R	30	Thanksgiving Holiday
30	T	Dec. 5	GROUP WORK
31	R	7	GROUP PRESENTATIONS GROUP/ ARTICLE PRESENTATIONS
32	T	12	ARTICLE PRESENTATIONS
	R	14	

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Drop Policy.

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity.

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

Academic Accommodations.

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you

have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/departments/access-inclusion) webpage [https://www.tamuct.edu/departments/access-inclusion].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.edu/departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Tutoring.

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at ldavis@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

The University Writing Center.

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WConline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite

and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

University Library.

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].

