

McLennan
Community
College



WACO, TEXAS

PRINCIPLES OF SELLING

MRKG 2333

COURSE SYLLABUS

REVISED: 2009/2010

COURSE NAME

COURSE NUMBER

Course Description:

CATALOG DESCRIPTION: Introduction to the selling process and its application to all forms of sales. Identification of the elements of the communication process between buyers and sellers in business and examination of the legal regulations and ethical issues of business, which affect salespeople. Semester hours 3 (3 lec.).

Required Text & Material:

Jones, Eli, Stevens, Carl, Chonko, Larry, *Selling ASAP: Art, Science, Agility, Performance*, Thompson. Will be used extensively in classroom participation, as a reference, and in developing selling skills. Available at MCC bookstore.

Course Objectives and/or Competencies:

***COMPETENCIES:** After studying this course, the student will:

1. Identify the levels of relationship selling. (Information-IF1,IF2,IF3
2. Comprehend the importance of selling in one's career development. Systems-S1; Personal Qualities-PQ1, PQ2, PQ3, PQ4)
3. Identify the attributes essential to a successful sales career.
(Interpersonal Skills-IP4; Personal Qualities-PQ2, PQ3)
4. Develop interpersonal communication skills by applying **Features, Advantages, Benefits (FABS)** technique in selling situations. (Interpersonal skills-IP1, IP3, IP4, IP5, IP6; Basic Skills-BS4, BS5),
5. Develop a sales presentation script according to criteria (Basic Skills- BS2; Personal Qualities- PQ2, PQ3)
5. Perform a sales presentation according to criteria (Resources-Interpersonal skills-IP1, IP3, IP4)
6. Overcome customer objections and difficult customers. (Interpersonal skills- IP1, IP3, IP5, IP6; Thinking skills-TS1, TS2, TS3, TS4)
7. Identify sales career options. (Information-IF1, IF3)

Course Outline:

FORMAT: Lecture, discussion, readings, and individual / group / team projects i.e.: case studies and sales presentation

COURSE ADMINISTRATION AND GRADE:

Participation

Exams

Assignments (Readings, questions, and case studies)

Presentation script

Attendance

Sales presentation

APPROACH:

Workbook assignments are due at beginning of class in a Word document that is printed on an 11 x 8 ½ sheet of white paper.

Case studies are to be summarized and written/word-processed as assigned.

Summaries should include your opinion, comments, observations, conclusions, and specific documentation of source. A professional and creative format / presentation is expected.

STUDENT RESPONSIBILITY:

1. Punctual and regular attendance and participation for entire class
2. Read assigned chapters and prepare cases studies before class.
3. Complete assignments in a Word document and submit it at the beginning of the class
4. Take notes on class lecture.
5. Prepare for tests in advance.

MCC Attendance Policy:

Regular and punctual attendance is expected of all students, and each instructor will maintain a complete record of attendance for the entire length of each course, including online and hybrid courses. Students will be counted absent from class meetings missed, beginning with the first official day of classes. Students, whether present or absent, are responsible for all material presented or assigned for a course and will be held accountable for such materials in the determination of course grades. In the case of online and hybrid courses, attendance will be determined in terms of participation, as described in the course syllabus.

Absence from 25 percent of scheduled lecture and/or laboratory meetings will be taken as evidence that a student does not intend to complete the course, and the student will be withdrawn from the course with a grade of W. The instructor may reinstate the student if satisfied that the student will resume regular attendance and will complete the course. If the student's 25 percent absences are reached after the official drop date, the instructor may assign a W, if the student is passing and requests to be withdrawn. However, if a student who is not passing reaches the 25 percent point after the official drop date, the student will receive an F. In extenuating circumstances, the instructor may assign a W to a student who is not passing.

Each absence will count toward attendance requirements in each course.

Students will be permitted to make up class work and assignments missed due to absences caused by (1) authorized participation in official College functions, (2) personal illness, (3) an illness or a death in the immediate family, or (4) the observance of a religious holy day. Also, the instructor has the prerogative of determining whether a student may make up work missed due to absences for other reasons. It is the student's responsibility to inform the instructor of the reason for an absence and to do so in a timely fashion.

Student Absences on Religious Holy Days

McLennan Community College shall excuse a student from attending classes or other required activities including examinations for the observance of a religious holy day, including travel for that purpose. Students are required to file a written request with each instructor for an excused absence. A student whose absence is excused for this observance may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. Religious holy day means a holy day observed by a religion whose places of worship are exempt from property taxation under the Texas Tax Code. McLennan Community College may not excuse absences for religious holy days which may interfere with patient care.

Note: Students interested in seeing the class attendance policy in its entirety should check the Highlander Guide or the MCC policy manual.

ADA Statement:

In accordance with the requirements of the Americans with Disabilities Act (ADA), and the regulations published by the United States Department of Justice 28 C.F.R. 35.107(a), MCC's designated ADA co-coordinators, Mr. Gene Gooch - Vice President, Finance and Administration and Dr. Santos Martinez – Vice President, Student Services shall be responsible for coordinating the College's efforts to comply with and carry out its responsibilities under ADA. Students with disabilities requiring physical, classroom, or testing accommodations should contact Mr. Marcus Sweatt, Disabilities Specialist, at 299-8122 or msweatt@mclennan.edu.

Course Competencies	Workplace Competencies															Foundation Skills																				
	Resources				Interpersonal						Information				Systems			Technology			Basic Skills					Thinking Skills						Personal Skills				
	A	B	C	D	A	B	C	D	E	F	A	B	C	D	A	B	C	A	B	C	D	E	A	B	C	D	E	F	A	B	C	D	E			
Identify the levels of relationship selling.											X	X	X																							
Comprehend the importance of selling in one's career development.															X															X	X	X	X			
Identify the attributes essential to a successful sales career.								X																							X	X			X	
Develop interpersonal communication skills by applying Features, Advantages, and Benefits (FAB).					X		X	X	X	X													X	X								X	X			
Develop a sales presentation according to criteria.																								X							X	X				

BIBLIOGRAPHY and PERIODICALS, available in libraries:

Journal of Marketing

Wall Street Journal Advertising Age

Local, area, and national newspapers

***SCANS COMPETENCIES MATRIX**

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Specific competencies are identified with reference to the SCANS matrix to indicate that these competencies are identified by the Secretary's Commission of Achieving Necessary Skills (SCANS). These are described in the commission's report as being designed to prepare "America's students and workers for today's high-skills workplace."

WORKPLACE COMPETENCIES: Effective workers can productively use:

Resources (R)

- R1. TIME: selects goal-relevant activities, allocates time, prepares and follows schedules
- R2. MONEY: uses or prepares budgets, makes forecasts, keeps records and makes adjustments to meet objectives
- R3. MATERIALS & FACILITIES: acquires, stores, allocates and uses materials or space efficiently
- R4. HUMAN RESOURCES: assesses skills and distributes work accordingly; evaluates performance and provides feedback

Interpersonal Skills (IP)

- IP1. Participates as member of team--contributes to group effort
- IP2. Teaches others new skills
- IP3 Serves clients/customers
- IP4. Exercises leadership--communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies

- IP5. Negotiates--works toward agreements involving exchange of resources, resolves divergent interests
- IP6 Works well with men and women from diverse backgrounds

Information (IF)

- IF1. Acquire and Evaluates information
- IF2. Organizes and maintains information
- IF3. Interprets and communicates information
- IF4. Uses computer to process information

Systems (S)

- S1. Understands systems--knows how social, organizational, and technological systems work and operates effectively with them
- S2. Monitors and corrects systems--suggests or develops new or alternative systems
- S3. Improves or designs new systems--suggests modifications to existing systems and develops new or alternative systems to improve performance

Technology (T)

- T1. Selects technology--chooses tools, procedures, or equipment including computers and other related technology
- T2. Applies technology to tasks
- T3. Maintains and troubleshoots equipment

FOUNDATION SKILLS: Competent workers in the high-performance workplace need:

Basic Skills (BS)

- BS1. Reading
- BS2. Writing
- BS3. Arithmetic

BS4. Speaking

BS5. Listening

Thinking Skills (TS)

TS1. Thinking creatively

TS2. Making decisions

TS3. Solving problems

TS4. Reasoning

Personal Qualities (PQ)

PQ1. Individual responsibility

PQ2. Self-esteem

PQ3. Self-management

PQ4. Sociability and integrity