

Syllabus for
MKT 346—Personal Selling
3 Credit Hours
Fall 2014

I. COURSE DESCRIPTION

This course is designed to increase the expertise of the student in the area of sales and market development. The course also teaches how to make a sale and how to close a deal, both of which require application of knowledge and communication skills. The dynamics of sales and market development activities and the interactions between prospective buyers and sellers are investigated in detail.

II. COURSE GOALS

- A. The purpose of this course is to enable the students to recognize potential sales and market development opportunities that exist for both current and new products.
- B. Creating a win-win relationship between buyer and seller.
- C. Develop best practice thinking to recruit, select and train an ethical sales force.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course will be able to do the following:

- A. Develop prospects, make presentations, handle objections and motivate the buyer to make the purchase decision.
- B. Create new market opportunities.
- C. Recruit, select, train and motivate a sales team.
- D. Develop and present compensation plan for a sales team.
- E. Evaluate sales performance and develop plans for improvement.
- F. Identify and develop leadership potential of the full sales team and transition to field management.
- G. Have a portfolio of learning artifacts that demonstrate competence in the field.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Textbook

Ingram, Thomas N; LaForge, R.W; Avila, R.A; Schwepker, C.H. Jr; Williams, M.R.
SELL, 3rd Edition. South-Western College Publishing, 2012. ISBN 978-1133188322

Duncan, Todd. *High Trust Selling*. 1st Edition. Nashville, TN. Thomas Nelson
Publishers, ISBN 0785263934

Acuff, Jerry. *The Relationship Edge*, 3rd Edition. Wiley Publishing,
ISBN: 978-0470915479

V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
 - 1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Students are allowed 2 unexcused absences for this course. Excessive absences can reduce a student's grade or deny credit for the course.
 - 2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.

3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include

(but are not limited to) the following:

- a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
- b. Failing to meet group assignment or project requirements while claiming to have done so;
- c. Failing to cite sources used in a paper;
- d. Creating results for experiments, observations, interviews, or projects that were not done;
- e. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.

5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the WPA handbooks for requirements regarding general education and the students' majors.

- a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.
- b. By submitting an assignment, the student gives
- c. permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

Students are evaluated as follows:

Group Projects (including peer evaluations): 25%

Midterm Exam: 25%

Class Participation: 25%

Final Exam: 25%

2. Grade Breakdown according to Rubric (above):

A = 90% +

B = 75%-89%

C = 50%-74%

D = 40%-49%

F = Below 40%

3. If you need to schedule a meeting with the instructor, email communication is preferred.

4. **Whole Person Assessment Requirements:** *none*

5. **Professor Contact Details:**

Steven Rydin Location: GC3B23

Email: srydin@oru.edu

VI. COURSE CALENDAR

See attached document.

Course Inventory for ORU's Student Learning Outcomes
Personal Selling MKT 346
Fall 2014

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Address the outcome directly or indirectly and includes some assessment. **Minimal Contribution** – Address the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The student Learning glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES and Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – SPIRITUALLY ALIVE				
	<i>Proficiencies/Capacities</i>				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	Outcome #2 – INTELLECTUALLY ALERT				
	<i>Proficiencies/Capacities</i>				
2A	Critical thinking	X			
2B	Analytical problem solving		X		
2C	Global and historical perspectives			X	
2D	Aesthetic appreciation			X	
2E	Intellectual creativity		X		
2F	Information literacy		X		
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				X
3B	Physically active lifestyle				X
3C	Properly balanced nutrition plan				X
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural and linguistic differences			X	
4D	Responsible citizenship			X	
4E	Leadership capacity		X		

