Syllabus: Salesmanship

Instructor: Matt Goff
Email: matt.goff@umpqua.edu
Course: BA 238 Online, 3 credits
Online: http://angel.umpqua.edu/
Class time/date: Online

Required Text: SELL
Author: Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, Michael R. Williams
Edition/Year: 3rd/2012
Publisher: Cengage-Learning

Supplies:
You will need a computer with High speed internet access in order to be productive in the course.

The book listed above is available in the UCC bookstore.

The course assignments by week are located under the Lessons tab. Please send all course email to the email listed above.

Communicating with your Instructor
See the course announcement: “Question: How do I communicate with my instructor?” and the page labeled “How Email Works” Under the Lessons tab.

SKILLS YOU SHOULD ALREADY HAVE TO TAKE AN ONLINE CLASS:
You should already be computer literate to even consider taking an online class. Students are expected to already have the ability to access the UCC Angel Learning Management System and use a word processor. If you cannot functionally use your computer, save files, send email with attachments, upload attachments, use the Internet, and view videos, you should NOT take this online class.

This course requires students to be able perform written weekly assignments. Students should possess the ability to express their views in writing using word processing software, saving the file in MS Word or rich text format and uploading the file to an assignment drop box.

Your instructor expects you to already know the things listed above and will not be able to ‘bring you up to speed’ in time to be successful in a 10-week course.

COURSE DESCRIPTION AND OUTCOMES:
Salesmanship is a basic course dealing with the fundamentals of trust-based personal selling. Areas specifically studied include understanding the sales industry and selling occupations; promoting self-leadership, building trust, and conducting sales dialogue; prospecting, qualifying, communicating, and relationship building; buyer motivation; creating value; handling resistance; earning commitment; customer concerns; and sales management.
The Salesmanship course is designed to help the student learn to:

- Examine the career opportunities available in selling and related fields.
- Understand the importance of building partnering relationships with potential customers.
- Examine the ethical and legal issues in selling.
- Learn the basic theories of human motivation and how they relate to buying behavior.
- Identify specific techniques involved in selling, i.e. prospecting, planning and making a sales presentation, negotiating buyer resistance, closing a sale, organizing a territory, and managing time.
- Learn the various technologies that facilitate and support salespeople and the sales functions within an organization.
- Learn the importance of customer service.
- Develop a professional sales image.

OUTLINE: [Topics taught by week 1-10.]

Week 1  Introductions and Overview of Personal Selling
Week 2  Building Trust, Sales Ethics, and Understanding Buyers
Week 3  Communication Skills
Week 4  Strategic Prospecting, Preparing for Sales Dialogue, and Planning Sales Dialogues and Presentations
Week 5  Prospecting, Planning, and understanding Buyer Motivation
Week 6  Sales Dialogue: Creating and Communicating Value, Addressing Concerns, and Earning Commitment
Week 7  Creating and Communicating Value and Handling Sales Resistance by Overcoming Objections
Week 8  Expanding Customer Relationships, and Adding Value through Self-Leadership and Teamwork
Week 9  Customer Relations, Follow-up and Dealing with Customer Concerns and Complaints
Week 10 Management and Sales 2.0
Week 11 Final Exam

TIME ESTIMATE:
Students should plan to spend approximately 9 - 12 hours per week working on assigned materials and reading. Be sure to allow yourself enough time each week for reading, taking a quiz, completing homework, and participating in discussion.

GRADING:
Final grades are based on accumulated total points. See the online grade book for this information after you log into Angel. To view your current grade, log in to Angel, and click Report. Your grade book will display on the screen along with instructor comments on each assignment (to the far right side of the screen). Grades are also indicated on the opening course page.

COURSE POINTS:
Grades will be assigned based on the total points earned as follows; 90 to 100% = “A”, 80 to 89% = “B”, 70 to 79% = “C”, 60 to 69% = “D”, and less than 60% = “F”. Fractional percentages will be rounded up. Extra credit: I do not believe in extra credit assignments. The idea of extra credit makes an assumption the existing assignments are insufficient to evaluate student progress.

**HOMEWORK ASSIGNMENTS:**
Please carefully read the following instructions as you will be directed back to this information if you have questions about doing and submitting your homework.

Please refer to the document entitled **Assignments by Week** which is posted in Angel, under the Lessons link, for specific homework assignments.

Homework must be submitted in MS Word (.doc or .docx) format or in Rich Text Format (.rtf) if using a different word processor.

Please refer to the document entitled **Assignments by Week** which is posted in Angel, under the Lessons link, to review how many points are assigned to each class assignment.

For additional assistance with research there are links located under the Resources tab.

**Discussion Forum:** Each week there will be a discussion board question or topic for discussion. You are required to post your original response to the topic and respond to two other students’ responses. Please post your original post, in your own words, no later than WEDNESDAY by midnight of each week. You must make an original post before you can view other posts on the forum. Then, you must post your other two replies sometime before Sunday night at midnight. Please do not ask for exceptions to these class rules. This means you have a minimum of three responses required each week.

**Quizzes and Final Exam:** There are seven quizzes throughout the term as well as a final exam. These are performed online. The final exam will be open for only a certain time period. You are responsible for completing them. On quizzes, you will have an opportunity to complete them two times. Your score will be the resulting score of the last quiz. The quizzes will be open until the final exam closes. The exam is timed and you have only one opportunity to complete it. The exam will have quiz questions on it. The final exam will be comprehensive.

For more information about expectations and grading, please see the “Grading” page in Angel.

**Late Work**

Assignments are due on the *date and time* specified in the assignment file. It is the student’s responsibility to be aware of these deadlines. A 20% penalty will be assessed on late work. It’s better to notify your instructor and turn in perfect work a little late (accepting penalties for late work) than to turn in sloppy or incomplete assignments on time (obviously it’s best to turn in perfect work on time!). Late work will be accepted up to two days late unless a prior agreement exists that extends this deadline. Late homework will not be accepted for grading after graded homework has been returned to the class.
Students are responsible for material presented online, assigned readings, activities, handouts, videos, required presentations, and class assignments. Any of these materials can and will be used by the instructor as the basis for test questions.

A make-up Exam will only be given in two circumstances;

1) The student contacts the instructor with a valid excuse prior to the scheduled exam. (Examples of valid excuses are documented health problems, medical appointments, pre-scheduled trips, "special" family events, etc.).

2) There was a personal, family, or medical emergency at the time of the exam that prevented contact with instructor. (Examples of valid excuses are car accidents, death in the immediate family, or serious injury just prior to the test). Proof may be required (instructor's discretion).

The instructor retains the right to refuse non-health and/or family emergency excuses which appear to be avoidable or represent optional choices made by the student. Alternative exam times will be set by the instructor.

NOTE: The instructor reserves the right to modify the syllabus, due dates, and assignments at any time. Notice of any change will be emailed and posted as an announcement.

COURSE POLICIES:
Students are expected to work independently on materials submitted for grading unless group work is indicated by your instructor. If you have problems completing an assignment, it is your responsibility to contact your instructor immediately to resolve the situation. The college has a zero tolerance policy (721.1 Academic Integrity) regarding all forms of academic dishonesty. Students caught (and/or involved in) copying—or any of the other noted violations of academic dishonesty—will receive a zero (0) on that assignment, project, or test. Continued violations of this policy may result in student suspension from classes. Note that this policy specifically addresses plagiarism as it applies to students at the UCC. The policy on academic integrity is posted throughout the campus — please take the time to read it!

Instructor's note on Academic Dishonesty: (Section 721.4 Part A) provides definitions of academic dishonesty (Cheating). Generally, I follow the sanctions described in part B. The first offence usually results in a Zero or "F" grade for the assignment with a warning as described in Part C Step One. For a second offence, a Zero or "F" grade is issued for the assignment and the Department Chair and Vice President for Student Development is notified as described in Part C Steps One and Two. A third offence would likely result in a Zero or "F" grade in the course and more progressive sanctions as described in Part B-2 and Part C Steps One, Two, and Three. To put it simply, do not cheat!

Instructor's note on Plagiarism: Required work in this course may rely on Internet research. Section 721.4 A-7 of the UCC The Student Code of Conduct addressed plagiarism. In addition, methods of detecting plagiarism will be used in this course. Most web sites have copyright protections. Even if the copyright notice isn't displayed prominently on a web page, someone wrote or is responsible for the creation of the content. This means that you cannot use the information as your own. You must give credit to the person who created the work by properly citing the source.

DISABILITIES:
UCC is committed to supporting all students. Any student who feels he or she may need an accommodation for any type of disability should make contact with the Disability Services Office in the Advising and Career Service Center of the Campus Center Building. If you plan to use academic accommodations for this course, please contact your instructor and our office as soon as possible to discuss your needs. Accommodations are not retroactive; they begin when the instructor receives the “Approved Academic Accommodations” letter. To request academic accommodations for a disability, please contact a Disability Service Coordinator. Phone (541) 440-7655 or (541) 440-4610 or Oregon Relay 1-800-735-2900.

- Additional information may be found at the Disability Services web page at: http://www.umpqua.edu/disability-services-home

- New and returning students may access information at: http://www.umpqua.edu/your-first-term

ANGEL Learning Management System is compliant with ADA standards

COUNSELING CENTER:

Umpqua Community College Counseling Center provides comprehensive counseling services to assist you with career plans and academic advising as well as help to work out personal or social problems. Counselors are available to both current and prospective students in the Campus Center.

The Counseling Center, Testing Center, Job Placement & the Transfer Opportunity Program are located in the Campus Center building across from UCC's Financial Aid Office. To contact our office you may stop by during business hours or call (541) 440-4610.

http://www.umpqua.edu/Counsel/CCindex.htm

TUTORING SERVICES:
Tutoring Services are available to UCC students. Contact information for UCC's tutoring center can be found at the following Web address:

http://www.umpqua.edu/BasicSkills/Tutor.htm

© 2012, Matt Goff