MKTG 377: Spring Semester, 2015
SELLING STRATEGIES & PRACTICES

Course Description & Key Info

Instructor: Steven F. Osinski
E-mail: sosinski@mail.sdsu.edu
Address: Lavin Entrepreneurship Center
Office Hours: 12:30 – 1:30 PM (Tuesdays and Thursdays)
Or by appointment

Sched. # 22088
Classroom: EBA – 345
Tuesdays & Thursdays (8:00 AM – 9:50 AM)

Sched. # 22089
Classroom: EBA – 345
Tuesdays & Thursdays (10:00 AM – 11:50 AM)

Textbook: SELLING: THE PROFESSION
Authors: David J. Lill & Jennifer K. Lill
ISBN # 978-0-692-01427-1

BSBA (Bachelor of Science in Business Administration) Goals:
BSBA students will graduate being:
• Effective communicators
• Critical thinkers
• Able to analyze ethical problems
• Global in their perspective
• Knowledgeable about the essentials of business

Course Mission:
To educate and inspire students to consider pursuing a career in Sales and / or Sales Management by demonstrating how exciting and significant the selling profession is to our lives and its impact on the world around us.
Course Description:
Regardless of your “chosen” profession, everyone has to “sell.” Whether it is a product, a service, an idea or a passion, selling is a vital and unavoidable part of all of our lives. The goal of this course is to teach each student how to become more adept at selling and communicating.

This course will be taught through a combination of in-class lectures, textbook readings, in-class sales exercises, participation in a Group Sales project, the experiences of your Professor and visiting guest lecturers who are experts within the sales and marketing industry.

Student Learning Outcomes:
MKTG 377 contributes towards the BSBA goals listed on the prior page through its student learning outcomes. At the end of this course, students will be able to:

1. Discuss how selling plays a key role within various aspects of all industries.
2. Explain how a career in sales could be very lucrative and describe how the intensity of their efforts will usually coincide with their results and success.
3. Identify how to successfully implement the 8-Step Sales Cycle Process.
4. Describe the significant responsibilities that a salesperson faces as the KEY individual / point of contact representing a specific company or service within the marketplace.
5. Identify and discuss a wide range of interesting and dynamic sales professions within the for-profit and non-profit sectors of the economy.
6. Participate in a group sales project where students will have the opportunity to demonstrate their newly acquired sales skills in conjunction with and in front of their fellow classmates.
7. Improve upon their oral and written skills via in-class participation and role-playing.
8. Overcome their fear of selling and the concern that “sales” rejection is personal.

Assignments, Projects & Exams:
1. You are strongly encouraged to regularly attend class. Poor attendance will negatively impact your grades since a considerable amount of material discussed in class will be covered on the exams. Further, three unexcused absences will result in your grade being lowered one level (example: from an A to a B.)
2. Be courteous to your fellow classmates and to me. Laptops are to be used for note taking only (for this class,) not homework, web surfing, shopping, Tweeting, Instagram, Snapchat, Tumblr or Facebook. Keep cell phones silenced and texting is not permitted during class.
3. Honesty, integrity and ethical behavior are paramount, both in this class and in life. Cheating, plagiarism, the use of any unauthorized materials, bullying or any other form of academic misconduct will not be tolerated and will result in a severe penalty.
4. All materials submitted for grading are to be typed, spell-checked and proofed. Points will be deducted for excessive typos / spelling errors or missing / incomplete information. *(Pretend that I am your Prospect and that you must make a highly professional impression.)* Homework and projects are due on the assigned date and will be docked 1/2 grade for every day late.

5. **You are responsible for reading the assigned chapters prior to class.** When reading the textbook, please be prepared to discuss the **Review Questions** and **Case Studies** listed at the end of each chapter.

6. **Always check BLACKBOARD before each class** to ensure that no changes have been made to the course schedule.

7. In addition to my assessment, confidential peer evaluations will be provided for group sales projects, which could result in members of the same team receiving different grades.

8. There will be two exams over the semester and one Final Group Sales project. The two exams will account for 70% of your grade. (35% for each Exam.) The exams will primarily consist of multiple-choice questions. The Final Group Sales project will represent 25% of your grade, while your homework, classroom participation, effort and initiative will combine for the remaining 5%.

**Exams and graded projects will be weighted as follows:**

- A 93% to 100%
- A- 90% to 92%
- B+ 87% – 89%
- B 83% – 86%
- B- 80% – 82%
- C+ 77% to 79%
- C 73% to 76%
- C- 70% to 72%
- D 65% to 69%
- F < 65%

**FINALLY & MOST IMPORTANT!**

The primary purpose of this class is to help you develop the vital skills necessary to pursue a career involving Sales and / or Sales Management.

*The more you put into this course, the more you’ll get back.*

*It is my mission to not only teach you, but more importantly, to INSPIRE you.*

If you are ill or need special consideration due to some unplanned hardship, I will do my best to accommodate you.
FOR STUDENTS WITH DISABILITIES
If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.

COURSE SCHEDULE, READING OUTLINE & IMPORTANT NOTES:
1. Reading assignments must be read PRIOR to their in-class review and lecture
2. It is my objective to make this course as interesting, informative and as timely as possible. For that reason, there will be some modifications to this Syllabus as the semester progresses.
3. Guest Lecturers / Sales Experts will be meeting with us throughout the entire semester. When they visit, it will cause an adjustment to our schedule and chapter assignments and Exam dates will be pushed backwards. For that reason, I have blocked out approximately 3 classes for guest lecturers.
4. Each week listed below starts with its respective Tuesday date

Week of January 20
Thursday
Course Overview

Week of January 27
Tuesday
Chapter 1 – A Career in Professional Selling
Thursday
Chapter 2 – Relationship Selling

Week of February 3
Tuesday
SUPER BOWL – SALES & MARKETING REVIEW
Thursday
Chapter 3 – Ethical & Legal Issues in Selling (Part A)

Week of February 10
Tuesday
Chapter 3 – Ethical & Legal Issues in Selling (Part B)
Thursday
Ethics movie (GLENGARRY GLEN ROSS)

Week of February 17
Tuesday
Chapter 4 – Purchase Behavior and Communication
Thursday
Chapter 5 – Finding Your Selling Style
Week of February 24
Tuesday  Chapter 6 – Preparation for Success in Selling
Thursday EXAM #1

Week of March 3
Tuesday  Chapter 7 – Becoming A Master Prospector
Thursday  Chapter 8 – Pre-approach & Telephone Techniques

Week of March 10
Tuesday  Selling Yourself / Job Hunting Advice
         (Preparation for Business Career Fair on March 12)
Thursday  Chapter 9 – Approaching the Prospect

Week of March 17
Tuesday  Chapter 10 – Identifying Needs: Questioning & Listening
Thursday  Chapter 11 – Making the Presentation

Week of March 24
Tuesday  Chapter 12 – Handling Objections
Thursday  Chapter 13 – Closing the Sale

Week of March 31  NO CLASS – SPRING BREAK

Week of April 7
Tuesday  Chapter 14 – Service After the Sale
Thursday  EXAM # 2

Week of April 14
Tuesday  Guest Lecturer Visits*
Thursday  Guest Lecturer Visits*

Week of April 21
Tuesday  Guest Lecturer Visits*
Thursday  RESPONSE EXPO
**Week of April 28**
Tuesday  FINAL GROUP SALES PRESENTATIONS
Thursday FINAL GROUP SALES PRESENTATIONS

**Week of May 5**
Tuesday  FINAL GROUP SALES PRESENTATIONS
Thursday FINAL GROUP SALES PRESENTATIONS

* Actual Guest Lecturer visit dates have not yet been determined since they are often subject to the availability of the guest. The three dates listed above are for Syllabus-scheduling purposes only and are not necessarily the dates of their visits. Class will be in session on all dates listed on this Syllabus, unless otherwise noted.