I. LOCATOR INFORMATION

Contact the instructor for your specific course section.

**FSU Policy on Electronic Mail:** Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf.

II. COURSE DESCRIPTION

**MKTG 325 (3-3-0) Personal Selling:** An overview of skills and knowledge involved in personal selling. Emphasis on learning the different techniques for developing personal selling presentations, prospecting for customers, managing customer accounts, and the use of IT in the personal selling role. The course is designed for the student to gain a greater appreciation, understanding, and respect for sales, especially the interpersonal communication process. **Prerequisites:** MKTG 311.

**Requirements and Expectations**

This is the course covers the concepts and practices of professional personal selling. As such, it requires extensive preparation to do well. You are required to read all assignments in advance, take written notes on your reading, take extensive notes about any lectures, and to email me directly to ask questions and engage in discussion, and in general, to provide yourself ample time to study all your materials well in advance of your exams. The course schedule shows you what is due each week and when — it is up to you in an online class to determine when during the week you can do these assignments.

The assumption of this class is that you are training to become professionals and that you want the tools of this class to help you know more, do more, learn more, and be more employable than if you don’t take this class. That assumption in turn is built upon the assumption that you are prepared to work as hard as necessary to meet your goals for professional success.

**Academic Honesty**

All students are expected to conduct themselves in accordance with the FSU Academic Regulations on Dishonesty in Academic Affairs, collectively referred to in this class as the Honor Code. Any student who commits an academically dishonest act such as plagiarism, cheating on an exam, submitting the work of another person as her or his own, or any other action that threatens the integrity of the degree or the high standards maintained by the other students in the class will receive an “F” in the course and may be subject to dismissal from the FSU program.
Submission by the student of any work to be graded, including projects, reports, and examinations carries with it the explicit agreement by the student to adhere to the FSU Academic Regulations on Dishonesty.

Assignments
Depending upon your section, this course will include a combination of lectures, attendance, quizzes, exams, a term project personal selling presentation, and one or more written assignments.

Technology Requirements for This Course
This course in the business curriculum assumes prior competence in standard business software tools.

III. DISABLED STUDENT SERVICES: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability, please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); or call 910-672-1203.

IV. TEXTBOOK

Contact the FSU Bookstore for current textbook requirements for this course.

V. STUDENT LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- Understand the different types of sales position opportunities along with requisite qualifications and ethical components for each position (Chapter 1, 2, 3);
- Understand the role of sales and how sales strategies and activities should be collaborations with the marketing strategies of a firm (Chapter 7);
- Define how salespeople are boundary spanners of organizations and the ethical implications of that role (Chapter 3, 4);
- Explain how salespeople perform need identification through questioning, research, and observation (Chapter 8);
- Identify what influences ethical behavior both domestically and internationally (Appendix D);
- Improve communication skills (using verbal skills, visual aids, and technology to effectively demonstrate and present a product or service) (Chapter 9, 10, 12);
- Develop inexpensive yet reliable and valid approaches to identifying customer needs and conducting market research (Chapter 6);
- Adapt both the style and content of the message and sales strategies to influence and satisfy the needs of the buyer (Chapter 4, 5, 6);
- Demonstrate the ability to build rapport and credibility with buyers (Chapter 9, 10);
- Differentiate between behavioral-based and outcome-based sales force control systems and what behaviors those drive (Chapter 16, 17).
- Identify ways in which marketing inputs can enhance the new product/service development process (Chapter 12, 13, 14);
• Design creative approaches to marketing communications under conditions of severe resource limitations (Chapter 12, 14, 15).

VI. COURSE REQUIREMENTS AND EVALUATIVE CRITERIA

As listed in your current section for each topic below:

a. Grading Scale and Required Pre-requisites

a. Participation.

b. Graded Assignments and the

c. Value of Each Assignment

   b. Policy on Missed or Late Assignments.

   c. Grading

VII. ACADEMIC SUPPORT RESOURCES. Course support, documents, syllabus, online exams are available online at the Blackboard Course Site. Students enrolled in this class are automatically enrolled in the Blackboard course site.

VIII. COURSE OUTLINE AND ASSIGNMENT SCHEDULE

See Course Schedule for your current section.

IX. TEACHING STRATEGIES

See Course Schedule for your current section.

X. BIBLIOGRAPHY

As posted.