

MKT354 Personal Selling

(3 credit hours)

Course Syllabus

Course Description

Personal Selling focuses on customers as individuals rather than target market groups. To do this, the student salesperson will learn to tailor sales call approaches and presentations, negotiation strategies, and service provisions tailored to that specific person and organization. Given the independent nature of professional sales positions, the course also examines motivation, time management, and ethical issues.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Enhance student understanding of sales strategies and performances.
2. Reflect on and refine individual and team based communication skills.
3. Examine the role of consumers as individuals, decision makers, and culture.
4. Collaborate with classmates to better understand the major principles and theories of sales and marketing.
5. Examine the role of sales professionals in the marketplace.

Prerequisites/Corequisites

MKT151

Required Textbook(s) and Resources

For this course you will need to purchase the following materials:

Lill, D., & Lill, J. (2016). *Selling: The profession: Focusing on building relationships* (7th ed.). DM Bass Publications. ISBN: 978-0-9652201-1-8

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this class you should plan your time wisely. With our accelerated, seven-week term, you should reserve roughly **twenty (20) hours per week** to complete readings and assignments. To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial forum discussion posts are due by **11:55 p.m. ET on Wednesdays** and response posts are due by **11:55 p.m. ET on Saturdays**.
4. Major assignments and reflections are due by **11:55 p.m. ET on Sundays**.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussions Activity 1.1 (n/a) Activity 1.2 (10) Activity 1.3 (10)	Discussions Activity 2.1 (10) Activity 2.2 (10) Activity 2.3 (10)	Discussions Activity 3.1 (10) Activity 3.2 (10)	Discussions Activity 4.1 (10) Activity 4.2 (10)	Discussions Activity 5.1 (10) Activity 5.2 (10)	Discussions Activity 6.1 (10) Activity 6.2 (10)	Discussions Activity 7.1 (10) Activity 7.2 (10)	150
Assignments Activity 1.4 (15)	Assignments Activity 2.4 (25)	Assignments Activity 3.3 (25)	Assignments Activity 4.3 (25)	Assignments Activity 5.3 (25)	Assignments Activity 6.3 (35)	Assignments Activity 7.3 (50)	200
35	55	45	45	45	55	70	350

Grading Scale

- A: 90-100%
- B: 80-89%
- C: 70-79%
- D: 60-69%
- F: < 60%

Please see the [Academic Bulletin](#) for grade appeal information.

Course Schedule and Weekly Checklist

Week 1 – Personality and Motivation

- ☐ Forum (Due Monday): Activity 1.1: Meet Your Peers - Introductory Post
- ☐ Forum (Due Wednesday): Activity 1.2: Persuasion - Introductory Post
- ☐ Forum (Due Wednesday): Activity 1.3: Selling - Introductory Post
- ☐ Forum (Due Saturday): Activity 1.1: Meet Your Peers - Secondary Post
- ☐ Forum (Due Saturday): Activity 1.2: Persuasion - Secondary Posts
- ☐ Forum (Due Saturday): Activity 1.3: Selling - Secondary Posts
- ☐ Assignment (Due Sunday): Activity 1.4: Presentation

Week 2 – Ethics | Communication | Selling Styles

- ☐ Forum (Due Wednesday): Activity 2.1: Unethical Behavior - Introductory Post
- ☐ Forum (Due Wednesday): Activity 2.2: Consumer Behavior - Introductory Post
- ☐ Forum (Due Wednesday): Activity 2.3: Selling Styles - Introductory Post
- ☐ Forum (Due Saturday): Activity 2.1: Unethical Behavior - Secondary Posts
- ☐ Forum (Due Saturday): Activity 2.2: Consumer Behavior - Secondary Posts
- ☐ Forum (Due Saturday): Activity 2.3: Selling Styles - Secondary Posts
- ☐ Assignment (Due Sunday): Activity 2.4: Case Analysis

Week 3 – Questions, Listening, & Presentations

- ☐ Forum (Due Wednesday): Activity 3.1: Nine Approaches - Introductory Post
- ☐ Forum (Due Wednesday): Activity 3.2: SPIN technique - Introductory Post
- ☐ Forum (Due Saturday): Activity 3.1: Nine Approaches - Secondary Posts
- ☐ Forum (Due Saturday): Activity 3.2: SPIN technique - Secondary Posts
- ☐ Assignment (Due Sunday): Activity 3.3: Oral Presentation Part 1

Week 4 – Approach | Objections | Closing

- ☐ Forum (Due Wednesday): Activity 4.1: Salesman's Curse - Introductory Post

- ☐ Forum (Due Wednesday): Activity 4.2: Video Presentations - Introductory Post
- ☐ Forum (Due Saturday): Activity 4.1: Salesman's Curse - Secondary Posts
- ☐ Forum (Due Saturday): Activity 4.2: Video Presentations - Secondary Posts
- ☐ Assignment (Due Sunday): Activity 4.3: Oral Presentation Part 2

Week 5 – Objections | Closing cont.

- ☐ Forum (Due Wednesday): Activity 5.1: Six-Step Plan - Introductory Post
- ☐ Forum (Due Wednesday): Activity 5.2: Closing Techniques - Introductory Post
- ☐ Forum (Due Saturday): Activity 5.1: Six-Step Plan - Secondary Posts
- ☐ Forum (Due Saturday): Activity 5.2: Closing Techniques - Secondary Posts
- ☐ Assignment (Due Sunday): Activity 5.3: Oral Presentation Part 3

Week 6 – Customer Loyalty & Satisfaction

- ☐ Forum (Due Wednesday): Activity 6.1: Value-added - Introductory Post
- ☐ Forum (Due Wednesday): Activity 6.2: Customer's Satisfaction - Introductory Post
- ☐ Forum (Due Saturday): Activity 6.1: Value-added - Secondary Posts
- ☐ Forum (Due Saturday): Activity 6.2: Customer's Satisfaction - Secondary Posts
- ☐ Assignment (Due Sunday): Activity 6.3: Store Analysis

Week 7 – Sales Management

- ☐ Forum (Due Wednesday): Activity 7.1: Salespeople and Sales Managers - Introductory Post
- ☐ Forum (Due Wednesday): Activity 7.2: Case - Introductory Post
- ☐ Assignment (Due Thursday): Activity 7.3: Reflection Paper
- ☐ Forum (Due Saturday): Activity 7.1: Salespeople and Sales Managers - Secondary Posts
- ☐ Forum (Due Saturday): Activity 7.2: Case - Secondary Posts

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
 - Fully participate in all learning activities.
 - Complete assignments as described in rubrics or other instructions.
 - Submit all work on time and in the specified format (e.g. APA format for citations).
 - Utilize and incorporate instructor provided feedback to improve your work.
 - Ask questions so you can better understand course material or assignments.
 - Use the highest standards of intellectual honesty and integrity. For details, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
 - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
 - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),
 - thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and

- provide constructive feedback on the strengths and weaknesses of your work with suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

Accommodations (Disability Services)

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at disabilityservices@tiffin.edu or by calling 419-448-3021.

Technical Support

For Moodle support, either email moodlesupport@tiffin.edu or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

Veterans

The Veteran and Military Resource Center assists veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.

Additional Support

If you need to consult an academic advisor refer to TU's [Meet the Team](#) page. For information about TU's peer tutoring program see the Murphy Center's [Tutoring Policies and Procedures](#) page.

Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at online@tiffin.edu.