Course Description & Learning Objectives

The TAMUCC Catalog contains the following description for this course:

An introduction to professional salesmanship as a marketing tool. Emphasis is placed on the theory and application of the professional selling process. Prerequisite: Junior standing or above.

The basic objectives for this course are:

• Demonstrate an understanding of personal selling as a major function within the marketing and promotional mix of a firm. (BBA Goal 2, Objective 1)
• Be able to apply the stages in the professional selling process to the development of a comprehensive sales presentation. (BBA Goal 2, Objective 1)
• Demonstrate improved communication skills. (BBA Goal 1, Objectives 1 and 2)
• Be able to identify and address the common ethical dilemmas and concerns encountered by professional salespeople. (BBA Goal 4, Objective 1).

Course Delivery Method

This is a “type I”, fully online course. You will complete all of the course requirements online using the resources of Blackboard Learn 9. I divided the course work into 7 “learning modules”, one for each week in the term.

This is an accelerated Online BBA course. You will complete the requirements for an entire regular semester in seven weeks resulting in a weekly workload a little over double that of a full-term course.

THIS CLASS IS NOT "SELF-PACED". Each module contains a deadline. I will STRICTLY adhere to the deadline and late policies specified later in this document and thus, you MUST keep up with the required reading and assignments throughout the term. Having said that, you may “self-pace” some of the course by working ahead. I set up the quizzes and the SALES assignments (not the peer reviews) to be available from the first day of the term.
Required Text

There is one textbook **required** for this class:


You can purchase this book from the bookstore OR you can order it online from numerous sources. As this is an older text, you will probably find multiple options for low-cost used texts.

Websites & Computer Resources

This course makes heavy use of the following websites:

- Blackboard: [https://bb9.tamucc.edu/](https://bb9.tamucc.edu/)
- YouTube: [http://www.youtube.com](http://www.youtube.com)

Your instructor highly recommends using Firefox to access these sites. Students who use other browsers may experience minor formatting errors and other glitches with the course materials.

You can use a computer/laptop, tablet, or mobile device (smartphone) for most of the course. However, you MUST own (or have access to) a desktop or laptop computer for the final exam. This computer/laptop must have a webcam and microphone (built-in or external) and you must have administrative privileges to install the GoToMeeting software required for online proctoring.

Major Course Requirements

Your final grade depends on your performance on the following assignments:

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>DESCRIPTION</th>
<th>AVAILABLE POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Quizzes</td>
<td>14 multiple-choice quizzes (online) covering textbook material @ up to 10 points each.</td>
<td>140</td>
</tr>
<tr>
<td>Comprehensive Final Exam</td>
<td>Multiple-choice exam covering material from textbook and class discussion topics not covered in the textbook.</td>
<td>120</td>
</tr>
<tr>
<td>Class Discussions</td>
<td>Participation in 17 discussion topics posted by your instructor @ up to 10 points per topic.</td>
<td>170</td>
</tr>
<tr>
<td>SALES Assignments</td>
<td>Two Student Application Learning Exercises (SALES) assignments @ up to 15 points each.</td>
<td>30</td>
</tr>
<tr>
<td>Peer Review of SALES Assignments</td>
<td>Review and provide feedback on classmates’ SALES assignments. Five reviews for each case @ 4 points each.</td>
<td>40</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>500</td>
</tr>
<tr>
<td>Extra Credit</td>
<td>You have the opportunity to earn up to 30 points extra credit for reading and responding to the sales ethics cases in the textbook.</td>
<td>40</td>
</tr>
</tbody>
</table>
Grading Scale
You should consider this class a "point hunt"...at the end of the semester, I'll simply add up all the points you earned this semester and apply the point-based grading scale to determine your final grade.

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>POINTS</th>
<th>REFERENCE %</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>450 and higher</td>
<td>90% to 100%</td>
</tr>
<tr>
<td>B</td>
<td>400 to 449.99</td>
<td>80% to 89.99%</td>
</tr>
<tr>
<td>C</td>
<td>350 to 399.99</td>
<td>70% to 79.99%</td>
</tr>
<tr>
<td>D</td>
<td>300 to 349.99</td>
<td>60% to 69.99%</td>
</tr>
<tr>
<td>F</td>
<td>299.99 and below</td>
<td>59.99% to 0.00%</td>
</tr>
</tbody>
</table>

There will be NO "rounding-up" of grades...if you miss a cutoff above by even a fraction of a point, you will receive the lower grade.

Course Policies: My Expectations of You
The following are my specific expectations:

1. **No Computer-related Excuses** -- Since computers are part of business life as are problems with computers, I will NOT accept excuses related to computer problems including individual Bb9 problems, server failures, lost e-mail, ISP problems, and disk crashes. NOTE: the key word is "excuses"...meaning that computer-related problems are NOT an acceptable excuse for not completing the course work before the due date...this does NOT mean that I'm not available to help you get around this type of problem so you can complete the work on time!!!. You should plan for such contingencies and access course information well in advance of the due dates.
   - Note that in the case of system-wide technical issues (e.g., Blackboard downtime), I will extend due dates for the entire class if the technical issue lasts more than 24 hour or if it occurs on the due date for a module.

2. **Ignorance is NOT a defense** -- you are responsible for all information contained in this syllabus, the assignment guidelines, and all learning materials assigned for this class. If you are unclear about anything related to this class, you must request clarification from me. In the absence of direct questions, I assume you fully understand all the requirements of this course when assigning grades.

3. **Communicate professionally** -- treat your classmates (and me) with courtesy and respect. It is sometimes difficult to distinguish between a joke and a serious statement in written communication. Limit messages in discussions to course-related topics please.

4. **Deadline Policy** --The due date for the assignments in each Module appears on the “Module Summary” page in Bb9 and in the Bb9 calendar. You should complete all assignments in a module before this date.

5. **Late Policy** – I do not accept late assignments; in other words, the late penalty is 100%. You must keep up with the course throughout the term. There are NO EXCEPTIONS to the late policy. Even ONE SECOND after the due date is TOO LATE!!
   - Note 1 - the Chapter Quizzes and the Comprehensive Final exam will allow you to complete the quiz/exam as long as you begin before the stated due date AND as long as you remain connected. You won’t be able to reconnect if you lose your connection after the deadline. The system will mark it “late” when you submit the quiz/exam after the deadline expires. I will need to manually remove the late designation when I review all the grades, but I won’t deduct a late penalty in these cases!
   - Note 2 - the discussion software will NOT allow you to post a message after the deadline even if you started working on it before the deadline expires. When you are working on discussions, pay close attention to the time and submit whatever you have written before the deadline expires to make sure you’re eligible for at least partial credit!
Note 3 – if you do not submit the SALES assignment before the deadline, you will also lose the opportunity to earn points for the peer review of that assignment. The system will NOT assign any assignments to you to review if you don’t submit the original assignment so make sure you submit something (anything really) to avoid losing points for both parts of the SALES assignments!

The following policies (in italics) are “required syllabus language” for all online courses in the College of Business. I include an “Instructor Note” to clarify how the policy applies to this course:

Electronic Device Usage

*Computers or tablets are required to complete the course.*

Instructor Note: Owning a suitable device will increase your chances for success in this class. I have seen students complete the class in a computer lab; relying on a public computer may cause lost work, a missed deadline, or other issue with the course. You will NOT be able to take the exam on a public computer.

Exam Proctoring

*Courses may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.*

Instructor Note: You’ll take a comprehensive final exam using the online proctoring services of Examity. Exam proctoring for this exam will cost $23 for the two-hour final exam. You may also incur late scheduling and rescheduling fees if you don’t schedule your exam appointment at least 24 hours in advance.

Academic Integrity/Plagiarism

*University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)*

Instructor Note: In this class, academic misconduct or complicity in an act of academic misconduct on any assignment will result in a zero for that assignment and a failing grade for the course for any subsequent incident. Guidelines for each assignment type specify additional consequences of academic dishonesty on that type of assignment (such as a loss of online testing privileges for quizzes).

Dropping a Class

*I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.*

Instructor Note: February 19, 2020 is the last day to drop this class with an automatic grade of “W” this term.

Classroom/Professional Behavior

*Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior*
that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Instructor Note: Being “instructed to leave the classroom” in an online class may include removal of discussion posts and/or restrictions on usage of the discussion program. See the Class Discussion Guidelines in BB9 for information about how rude/unprofessional behavior MAY affect your grades.

Grade Appeals
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html.

For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Instructor Note: Please contact me via email using your TAMUCC address if you have concerns about your grade.

Disabilities Accommodations
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Instructor Note: I designed the class to be ADA compliant. If you have an approved disability accommodation for increased time or other relevant accommodation, please contact me ASAP so I can make the necessary adjustments in Blackboard.

Statement of Academic Continuity
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
Instructor Note: As a fully online course, this class can continue without major interruptions after an adverse event as soon as the university restores IT services. Please make sure you check your TAMUCC email for messages from me as soon as you are able after a major disaster or other continuity incident.

## Course Topics Overview

<table>
<thead>
<tr>
<th>Module</th>
<th>Due Date</th>
<th>Topics</th>
<th>Required Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday, January 27 @ 11:59 PM</td>
<td>Introduction to Personal Selling and Relationship Marketing</td>
<td>Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>2</td>
<td>Monday, February 3 @ 11:59 PM</td>
<td>Sales Ethics and Why People Buy</td>
<td>Chapters 3 &amp; 4</td>
</tr>
<tr>
<td>3</td>
<td>Monday, February 10 @ 11:59 PM</td>
<td>Relationship Building Through Communication and Sales Knowledge</td>
<td>Chapters 5 &amp; 6</td>
</tr>
<tr>
<td>4</td>
<td>Monday, February 17 @ 11:59 PM</td>
<td>Prospecting &amp; Pre-Approach Planning</td>
<td>Chapters 7 &amp; 8</td>
</tr>
<tr>
<td>5</td>
<td>Monday, February 24 @ 11:59 PM</td>
<td>Choosing the Best Presentation Method and Approaching the Client</td>
<td>Chapters 9 &amp; 10</td>
</tr>
<tr>
<td>6</td>
<td>Monday, March 2 @ 11:59 PM</td>
<td>Making the Presentation and Handling Objections</td>
<td>Chapters 11 &amp; 12</td>
</tr>
<tr>
<td>7</td>
<td>Monday, March 16 @ 11:59 PM</td>
<td>Closing the Sale &amp; After the Sale Service</td>
<td>Chapters 13 &amp; 14</td>
</tr>
<tr>
<td></td>
<td>Monday, March 16 @ 11:59 PM to Tuesday, March 17 @ 11:59 PM</td>
<td>COMPREHENSIVE FINAL EXAM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wednesday, March 18 @ 8:00 AM</td>
<td>Final Deadline for Extra Credit Journal Entries</td>
<td></td>
</tr>
</tbody>
</table>

SPRING BREAK: Monday, March 9 through Friday, March 13, 2020 – NO CLASSES/DEADLINES

The Module Summary page in Blackboard provides a complete list of assignments due during each Module.