



HOUSTON COMMUNITY COLLEGE
Business Administration
Southwest College

MRKG 2333 – Principles of Selling
FALL 2012 - CRN: 27114
3 credit hours (3 Lecture)-48 hours per semester-8 weeks
In Class Instruction

SCANS Competencies Included

INSTRUCTOR: Stephanie D. McKenzie, MBA, CPC, CRC

INSTRUCTOR CONTACT INFORMATION:

Phone: 713.718.2062 (Answered only when at desk.)

E-mail: stephanie.mckenzie@hccs.edu (Best way to reach me.)

OFFICE LOCATION AND HOURS

My office is located on the West Loop Campus, in Room C256. I am here to assist you in the completion of this course. The information below will give you an opportunity to discuss any issues that you may have in a private setting. Please feel free to contact me concerning any challenges that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear student concerns and just to discuss course topics. My office hours are:

- **West Loop Campus: By appointment only.**
- **Alief Campus: By appointment only.**

FINAL EXAM:

N/A

LAST DAY FOR ADMINISTRATIVE & STUDENT WITHDRAWALS:

Tuesday, November 27, 2011 at 4:30 p.m. Verify in College Schedule Page.

COURSE DESCRIPTION

Overview of the selling process. Identification of the elements of the communication process between buyers and sellers. Examination of the legal and ethical issues of organizations which affect salespeople.

COURSE PREREQUISITE

- ENGL 0300 or 0347
- GUST 0342 (9th -11th Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

PROGRAM LEARNING OUTCOMES

1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making process.
3. Outline a marketing plan.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.

STUDENT LEARNING OUTCOMES

1. Define the selling process and its application to all forms of sales.
2. Identify the elements of the communication process between buyers and sellers in business.
3. Examine ethical issues and legal restrictions of American business which affect salespeople.

LEARNING OBJECTIVES

- 1. Define the selling process and its application to all forms of sales.**
- 2. Identify the elements of the communication process between buyers and sellers in business.**
- 3. Examine ethical issues and legal restrictions of American business which affect salespeople.**

The three SCANS foundation skills identified by the Commission are the following:

Define the selling process and its application to all forms of sales.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Identify the elements of the communication process between buyers and sellers in business.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Examine ethical issues and legal restrictions of American business which affect salespeople.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

8 WEEK COURSE CALENDAR
MRKG 2333
Weekly Activity Schedule
WEEKLY SCHEDULE OF ASSIGNMENTS
8 WEEK SESSION

WEEK	CHAPTERS	ACTIVITIES	ASSIGNMENTS
			Assignments are due the following week. The assignment given the week of October 23 rd , is due on October 30 th .
1 (Oct 23)	Chapter 1 (Overview of Selling) Chapter 2 (Creating Trust)	<ul style="list-style-type: none"> • Introductions • Syllabus Review • Chapter One • Chapter Two • Group Assignments 	<ul style="list-style-type: none"> • Sales Critique Assignment • Discussion Forum One
2 (Oct 30)	Chapter 4 (Communications Skills)	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • Chapter 4 Case Questions
3 (Nov 6)	Chapter 5 (Strategic Prospecting) Chapter 6 (Planning Sales Dialogues)	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • Chapter 6 Case Questions • Discussion Forum Two (over Chapter Five)
4 (Nov 13)	Chapter 10 (Self-Leadership and Teamwork)	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • Chapter 10 Case Questions • Discussion Forum Three
5 (Nov 20)	Chapter 3 (Understanding Buyers) Chapter 11 (Sales Management)	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • Chapter 3 Case Questions • Chapter 11 Case Questions
6 (Nov 27)	Chapters 7-9 Sales Dialogue Addressing Concerns Expanding Customer Relationships	<ul style="list-style-type: none"> • GUEST- TBD • Sales Lab 	<ul style="list-style-type: none"> • Case Question- TBD • Discussion Forum Four
7 (Dec 4)	Group Sales Presentations	<ul style="list-style-type: none"> • Lecture 	<ul style="list-style-type: none"> • No Assignments
8 (Dec 11)	Sales Field Trip-TBD- THIS IS MANDATORY! Failure to attend will result in a 150-point deduction in your class participation grade.		

MORE ABOUT YOUR ASSIGNMENTS:

Sales Critique Assignment

You will complete two (2) of these during the course. They are INDIVIDUAL assignments. To complete this assignment successfully, it must be:

- Typed—NO HANDWRITTEN ASSIGNMENTS will be accepted.
- You will be graded on the usage of correct grammar, spelling and punctuation. No text-ease (IDK, BFF, LMK, C, K, etc), or other slang/colloquialisms are acceptable in your paper, unless **correctly** presented. **More than three (3) typographical errors, will earn you a zero on the assignment.**
- No “Basically”
- No “What had happened was”
- No “What I had meant”
- ...you get the idea ☺
- Use 10-12 point fonts
- Be at least a page long-double spaced
- Use one inch margins
- **Answer ALL the questions:**
 1. Who was selling you? (Name and Company or just the Company name)
 2. What are they selling you?
 3. Rate their pitch on a scale of 1 to 5 (5 being great).
 4. Explain why you rated it that way.
 5. What worked in their pitch?
 6. What DID NOT work in their pitch?
 7. Would/Did you buy the product? Why or why not?
 8. What SALES TECHNIQUE (You will have to use your textbook for this) did they use? How do you know this is the technique?

Discussion Forums

Discussion Forum responses are to follow the format as specified below:

- You will complete four (4) discussion forums during the course. These are **INDIVIDUAL** assignments.
- To complete the Discussion Forum assigned, you must log in to the Eagle Online platform (<http://hccs1.mrooms3.net>) and use your login information.
 - Technical difficulties should be directed to the help desk
- **Complete the assignment before Monday at 11:55 p.m.**
- You will be graded on the usage of correct grammar, spelling and punctuation. No text-ease (IDK, BFF, LMK, C, K, etc), or other slang/colloquialisms are acceptable in your paper, unless **correctly** presented. **More than three (3) typographical errors, will earn you a zero on the assignment.**
- No “Basically”
- No “What had happened was”
- No “What I had meant”
- ...you get the idea ☺
- Be thorough
- **Use sources and give them credit in the answers.** Your textbook is one source that is required for your answer to be complete. Do not simply reference them at the end, but state facts from the course within the response. In your responses, I am looking for a demonstration that you have learned the material prescribed in the syllabus and that you are clearly able to apply the concepts to real-world scenarios and dilemmas.
 - **A lack of sources will result in partial credit.**
- **DO NOT SUBMIT ATTACHMENTS, please.**
- You must also comment on at least one (1) other student’s answer on the forum. A viable comment is not, “that’s good.” A viable comment speaks intelligently on the information that was presented and either agrees or disagrees with what the student has written.

Case Questions

Please turn in your answers to the case question assigned this week at the beginning of the following week's class. The case question should be done through the collaborative effort of you and YOUR GROUP MATES, if anyone in your group does not participate, then you should add an asterisks (*) next to their name on the cover page, and they will receive a zero for the assignment.

These assignments should be answered in-depth and should include your textbook and reference external sources, if used. BE THOROUGH! **YOU MUST reference at least the textbook in your answers**, and it must be included in your answer, NOT just at the end.

These are graded per assignment. If one week has 3 questions, that is one assignment. If another week has 1 question, that is one assignment.

NOTE (There is a reason why I repeat these instructions):

- You will be graded on the usage of correct grammar, spelling and punctuation. No text-ease (IDK, BFF, LMK, C, K, etc), or other slang/colloquialisms are acceptable in your paper, unless **correctly** presented. **More than three (3) typographical errors, will earn you a zero on the assignment.**
- No "Basically"
- No "What had happened was"
- No "What I had meant"
- ...you get the idea ☺

Group Sales Presentations

Each group will present a 30-minute sales presentation. The presentation should also include a PowerPoint. The PowerPoint must be brought to class on a JUMP/FLASH DRIVE on presentation day, failure to do so will result in DRASTIC DEDUCTIONS (50% or more) on the group's grade. DO NOT EMAIL the PowerPoint to me.

Product you are selling: Luxury vehicles (Bentley, BMW, Lexus, Mercedes-Benz, Maybach, Rolls Royce, etc.)

Professional dress is required.

INSTRUCTIONAL METHODS

I am very excited about having each of you in this course—especially because marketing is my passion and has given me some excellent experiences professionally. It is my goal for each of you to learn and to have a phenomenal experience during the semester. **There is a strong writing and presentation component in all of my classes**; however, don't let this deter you or discourage you from being a successful student. In business, it is necessary that you write (and speak) well, so I have created this class so that you will not only have the opportunity to hone these skills, but also so that you can show off the amazing intelligence you possess ☺. Remember, I am here for you and I want nothing more than for you to be successful. You will definitely get out of this course the energy and effort that you put in it—so, let's have fun!

STUDENT ASSIGNMENTS

Define the selling process and its application to all forms of sales.

No assignments selected for this outcome

Identify the elements of the communication process between buyers and sellers in business.

No assignments selected for this outcome

Examine ethical issues and legal restrictions of American business which affect salespeople.

No assignments selected for this outcome

Late Assignments WILL NOT BE ACCEPTED.

Instructions for submitting assignments: Assignments should be submitted during the class period in a tangible (paper) format; emailed assignments will not be accepted unless **prior arrangements** have been made.

Make-Up Test Policy

No make-up exams will be given.

INSTRUCTOR REQUIREMENTS

As student Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class activities
- Read and comprehend the textbook
- Complete the required assignments and exams on time:
- Ask for help when there is a question or problem
- Complete the field study with a 70% passing score

PROGRAM/DISCIPLINE REQUIREMENTS

Business Administration is determined to prepare students with the knowledge and skills needed to succeed in today's dynamic work environment. Opportunities are provided for students to recognize the important role personal qualities play in the office environment and activities have been enhanced to help students develop the attitudes and interpersonal skills that are in demand by employers.

Degree Plan

Students are encouraged to file a degree plan with a Counselor or the Business Technology Department for the certificate and/or degree plan. Please ask your instructor for Degree Plan information or contact the Business Technology Department for information about filing a degree plan.

Virtual Career Center

The Virtual Career Center assist HCC Students and Alumni with career planning, assessments, job search and soft-skills training. Orientations and registration are available at all Southwest College Campuses.

<http://www.hccs.edu/hccs/current-students/career-planning-and-resources/southwest-college>

GRADING

HCCS Grading System

The Houston Community College grading system will be used to evaluate students' performance in this course.

<u>Grade</u>	<u>Score</u>	<u>Points Required*</u>
A-Excellent	100-90	1000-900
B-Good	89-80	899-800
C-Fair	79-70	799-700
D-Passing	69-60	699-600
F-Failure	59 and below	599 and below

***In this course, I use points to determine your final grade.**

Student Evaluation

The following points system will be used to evaluate students' performance in this course:

Assignments	Points Available
Group Sales Presentation	250
Case Exercise Questions (in Text) (5 total/ 50 points per)	250
Sales Critique Assignment: Critique a telemarketer or anyone attempting to sell you (2 total/100 points per)	200
Discussion Forums (4 total/ 25 points per)	100
Class Attendance and Participation (Habitual lateness, negative group feedback and non-participation will allow you only 10 of these points.)	200
Total Points Available	1000

INSTRUCTIONAL MATERIALS

Ingram/LaForge/Avila/Schwekkers/William, Sell, 3rd (3) Edition, Cengage. ISBN: 97805374759

STUDENT INFORMATION

A student handbook is available on the College website: <http://www.hccs.edu>. Look under the student subheading to get detailed information concerning students attending Houston Community College System (HCCS). Data such as withdrawal policies, refund policies, incomplete, late assignments, make-ups, extra credit, grading system, attendance requirements, and other details are included in the student handbook.

EGLS3 -- EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

HCC COURSE WITHDRAWAL AND ATTENDANCE POLICY

HCC Course Withdrawal Policy (updated 7/26/2010)

Beginning Fall 2007, the State of Texas imposes penalties on students who drop courses excessively. Students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help you avoid having to drop/withdraw from any class, contact your DE professor regarding your academic performance. You may also want to contact your DE counselor to learn about helpful HCC resources (e.g. online tutoring, child care, financial aid, job placement, etc.). HCC has instituted an Early Alert process by which your professor may "alert" you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance.

Students should check HCC's Academic Calendar by Term for drop/withdrawal dates and deadlines.

If a student decides to drop or withdraw from a class upon careful review of other options, the student can drop online prior to the deadline through their HCC Student Service Center: <https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG>

Classes of other duration (mini-term, flex-entry, 8-weeks, etc.) may have different final withdrawal deadlines. Please contact the HCC Registrar's Office at 713.718.8500 to determine mini-term class withdrawal deadlines.

Class Attendance

As stated in the HCC Catalog, all students are expected to attend classes regularly. Students in DE courses must log in to their Blackboard class or they will be counted as absent. Just like an on-campus class, your regular participation is required.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor also has the authority to block a student from accessing Blackboard, and/or to drop a student for excessive absences or failure to participate regularly. DE students who do not log in to their Blackboard class before the Official Day of Record will be AUTOMATICALLY dropped for non-attendance. Completing the DE online orientation does not count as attendance.

Early Alert

HCC has instituted an Early Alert process by which your professor may “alert” you and DE counselors that you might fail a class because of excessive absences and/or poor academic performance.

International Students

Contact the International Student Office at 713-718-8520 if you have questions about your visa status.

STUDENTS WITH DISABILITIES

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. **Instructors are authorized to provide only the HCC DSSO approved accommodations but must do so in a timely manner.**

Students who are requesting special testing accommodations must first contact the appropriate (most convenient) DSS office for assistance each semester:

DISABILITY SUPPORT SERVICES OFFICES:

System: 713.718.5165

Central: 713.718.6164 – *also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.*

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist (ISS) assigned to their professor.

ONLINE TUTORING

HCC provides free online tutoring in writing, math, science, and other subjects. How to access AskOnline: Click on the Ask Online button in the upper right corner of the Blackboard course listings page. This directs students to the HCC AskOnline Tutoring site: <http://hccs.askonline.net/>. Use your student ID or HCC e-mail address to create an account. Instructions, including a 5-minute video, are provided to make you familiar with the capabilities of this service.

ACADEMIC DISHONESTY

You are expected to be familiar with the College's Policy on Academic Honesty, found in the catalog and student handbook. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. “Scholastic dishonesty”: includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating on a test includes:

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook).

Academic dishonesty can result in a grade of **F** or **0** for the particular test or assignment involved, dropped, and/or expelled from HCCS. Please refer to the HCCS Distance Education Student Handbook-(for further information regarding Academic Dishonesty refer to http://distance.hccs.edu/de-counseling/DE_student_handbook.htm).

CLASSROOM BEHAVIOR

As instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, students are asked to respect the learning needs of student classmates and assist student instructor achieve this critical goal.

NOTE TO STUDENT: If you have any questions or concerns about the course and/or course assignments, please come to me so that we can resolve any issues. If your concerns are not resolved, you are encouraged to meet with Ms. Willie Caldwell, Department Chair, at 713-718-7807 or Room N109, Scarcella Building.



**HOUSTON COMMUNITY COLLEGE SYSTEM
BUSINESS TECHNOLOGY DEPARTMENT**

Increase Student Completion

Student Questionnaire

Name:	Last Name	First Name	MI	Student Id:
Address:	Street	Apt. #		Home Telephone
City	State	Zip Code		Cell Telephone #
E-mail address:				Professor's Name:

Educational Plan

Have you determined your major? _____ Yes No _____
 (If no, please see your instructor or Business Technology Department Chair.)

Have you filed a degree plan? _____ Yes No _____

Graduation Target Date: _____

(Must apply for graduation via the counselor's office in order to receive your certificate or degree)

Employment History

Are you currently employed? _____ Yes No _____

Is your employment _____ Part-time? or _____ Full-time?

If you are employed, please complete the following:

Employer _____

Address _____

City _____ St _____ Zip _____ Phone# _____

Comments:

If you have any questions, please call 713-718-6478, or Fax 713-718-6475 between 8:00 a.m. – 5:00 p.m.

HCC seeks to provide equal educational opportunities without regard to race, color, religion, national origin, sex, age, or disability.

Raven Davenport, Program Chair

1215 Holman Avenue, BSCC Building, Room 206, Houston, Texas 77004

College and Career Planning
Student Success
Business Technology Department
Increase Student Completion

You must complete an application for **graduation** in order to receive your certificate or degree and be listed as a completer?



Name _____

Print "your" Name

I, _____, have been given

Student Signature

Information regarding the above listed items.

Date _____

Instructor Signature _____

College _____ Course _____

Please return this form to Rhonda Johnson, 5601 West Loop South, Room 215, Houston, TX 77081
Fax: 713-718-6774 Email: rhonda.johnson@hccs.edu