

**SYLLABUS**  
MKT 302: Strategic Selling  
Fort Hays State University  
College of Business and Leadership

*Mission of the College of Business and Leadership*

Consistent with the university mission, the College of Business and Leadership recognizes as its primary role that of providing quality undergraduate professional instruction to its undergraduate students. The departmental mission of the Department of Management and Marketing is to provide high-quality, contemporary business education in Management and Marketing.

Michael J. Martin

Office Hours:     Monday / Wednesday  10:30 – 11:30 a.m.  
                          Tuesday/ Thursday  9:00 – 11:00 a.m.  
                          or call for an appointment

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**PURPOSE OF THE COURSE:**

This course is designed to introduce you to a career in sales. During the semester, the concepts of selling as a profession and relationship selling will be combined with instruction on the best techniques to use during the sales process.

**PREREQUISITES:** ACCT 204, ECFI 201

**COURSE OBJECTIVES:** After completing the course, you should understand the nature of selling, its basic principles, the practical application of these principles, and the role of sales in the business organization. Specifically, the objectives of the course are for you to learn how to sell successfully in a business-to-business environment by building relationships, prospecting successfully, planning, overcoming objections, and closing sales.

**REQUIRED COURSE MATERIALS:**

*Professional Selling: A Trust-Based Approach*, Ingram, LaForge, Avila, Schwepker, and Williams. Thomson/South-Western, 2004.

## **COURSE COMPONENTS:**

The course will include the following components:

1. **Exams:** There will be 4 closed-book, closed-notes exams. Coverage of the exams is indicated on the course schedule, and may include questions from the textbook, lectures, videos, outside speakers, and case discussions. If you should be absent from class at any time, it is your responsibility to obtain notes from a classmate. I will not repeat the lecture on a one-to-one basis in my office. You are responsible for reading and studying the assigned material whether it is discussed in class or not.

If you find that you are unable to take an exam at the scheduled time, make-up arrangements must be made 24 hours in advance. If no arrangements are made, a score of zero will be given for that exam. Postponements will only be accepted for major emergencies. No time is reserved for discussion of exams in class. However, written appeals concerning the tests will be accepted and considered. The exams are weighted equally and are not cumulative.

2. **Sales Role Play:** You will be involved in sales role playing to gain experience in this career. You will be part of a team that will research a product that will be sold in a business-to-business environment. Each group member will act as both buyer and seller in the 2 assignments and both will be graded. These role plays will be conducted and analyzed on videotape. You will also be responsible for providing an evaluation of your performance. I will not accept papers handed in by your friends and colleagues. Late assignments will be penalized; (NOTE: The discount is per day, not per class day.) Given that the grade is based on a point system, a U (59% or less) is far preferable to a 0, so turn in the assignment.
3. **Class Participation/Attendance:** Ten percent of your final grade will be based on attendance and participation in class. Attendance will be taken in each class period. Participation may include quizzes, in-class assignments, homework, and your contribution to class discussions and activities in terms of quantity and quality of input. To receive the full amount of participation points (which may be the difference between one letter grade and a higher letter grade) you must be present on those days that an activity is assigned and you should come to class fully prepared to discuss each chapter or case. Each project will be graded in terms of its quality and your effectiveness and utilization of class time to complete it.

I encourage and expect in-class discussions to take place. That is, I will not spend every class period lecturing to you. Our in-class discussions will focus on the assigned reading for the day and will involve in-class activities such as cases, films, and exercises you are assigned to complete. These activities are designed to get you to comprehend better the material we have discussed and/or apply the concepts to real-life situations. Therefore, it is imperative that you come to class prepared (i.e., you should have read the assigned chapter).

There are three other things that will hurt the class participation/attendance portion of your grade:

- 1) coming in late to class;
- 2) leaving early from class; and,
- 3) talking to a classmate(s) when I am talking or when another student is leading the discussion.

In addition, this class adheres to the class attendance policies in the Fort Hays State University Catalog. Please see the Catalog for details.

**GRADING:**

	PERCENT OF GRADE
Exams (4 @ 10% each)	40
Role Plays (2 @ 15% each)	30
Quizzes (10 @ 2% each)	20
Attendance & Participation	<u>10</u>
TOTAL	100

**Course grades will be based on the following:**

A .....	90-100%
B .....	80-89.99
C .....	70-79.99
D .....	60-69.99
F .....	Below 60

The Writing Center, located in Forsyth Library 20, offers free one-to-one tutorial instruction. If you would like to schedule an appointment, please call 628-4106, send an e-mail to [writingcenter@fhsu.edu](mailto:writingcenter@fhsu.edu), or stop by FL20. Walk-in visits are available as scheduling permits, but appointments are recommended. Hours for the spring semester are:

- Monday through Thursday, 9:30 am - 5 pm;
- Monday, Tuesday, and Wednesday evenings, 6:30-8:30 pm;
- and Fridays from 9:30 am - 1 pm.

**ACADEMIC DISHONESTY:**

Students are expected to be familiar with the University policy on academic dishonesty that is readily available in the University Catalog. Any infringement of the academic dishonesty policy is a serious concern and will be dealt with accordingly by me. Such infringement may result in the student being assigned a grade of "U" for the course, or more severe action may be taken. Such infringement will also be reported to the Office of the Vice President for Student Affairs.

## COURSE CALENDAR\*

Schedule of Classes – Spring 2004  
Monday / Wednesday / Friday

Week	Topic	Chapter / Assignment
1 – Jan 14-16	Class Orientation	
	Inc. Videos – Appendix 1	App 1
2 – Jan 19-23	Module 1: Overview of Personal Selling	Module 1
		<b>Select pairs for video</b>
3 – Jan 26-30	Module 2: Building Trust and Sales Ethics – Selling Value v. Price	Mod 2
4 – Feb 2-6	Module 3: Understanding Buyers	Mod 3
5 – Feb 9-13	Module 4: Communication Skills	Mod 4
6 – Feb 16-20	<b>Exam 1: Module 1-4, App 1, Hands-on</b>	<b>Turn in product info</b>
	Module 5: Prospecting and Preapproach	Mod 5
7 – Feb 23-27	Advanced Prospecting Skills	
	Prospecting skills /Database Marketing	
8 – Mar 1-5	Module 6: Planning the Presentation and Approaching customers / Telephone skills	<b>Video 1</b> Mod 6
9 – Mar 8-12	<b>Exam 2: Modules 5-6, Hands-on info.</b>	
	Module 7: Sales Presentation Delivery	Mod 7
10 – Mar 15-19	Delivering Persuasive Presentations	
	Closing Professionally and Effectively	
11 – Mar 20-27	SPRING BREAK	
	Module 8: Addressing Concerns, Earning Commitment	Mod 8
12 – Mar 28-Apr 1	<b>Exam 3: Module 7-8, Hands-on</b>	
13 – Apr 5-9	Module 9: Adding Value: Follow-up	Mod 9
14 – Apr 12-16	Module 10: Adding Value: Self-leadership and Teamwork	Mod 10
15 – Apr 19-23	Planning and Preparation Skills	<b>Video 2</b>
16 – Apr 26-30	Time and Territory Management	
	Networking for New Business	
17 - May 3-7	Expanding Existing Accounts	
May 10	<b>Exam 4: Hands-on</b>	<b>9:30-11:10 a.m.</b>

\* This schedule is TENTATIVE. Some days may move faster or slower than anticipated, but we will stick to the schedule as much as possible.