



MKTG 451-01: Professional Selling and Negotiation

207 Kelce

Tuesdays and Thursdays, 11-12:15

Instructor: Mrs. Mary Judene Nance, M.B.A.

Office: Kelce 110

Hours: By appointment

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Required Learning Resources

- Mark W. Johnston and Greg W. Marshall, (2016). Contemporary Selling, 6th edition, Routledge. ISBN: 978-0-367-85952-7 (hbk)
ISBN: 978-0-367-43517-2 (pbk)
ISBN: 978-1-003-13469-5 (ebk)
- Gupta, Sunil (2019). Creating Customer Value. Harvard Business School. Link: <https://hbsp.harvard.edu/import/790864>
- Voss, Christopher and Tahl Raz (2016). Never Split the Difference: Negotiating as if your life depended on it. Penguin. ISBN 978-1847941497 (pbk)

Course Description

A firm's sales force is critical to the success or failure of a firm—it generates a company's revenue by linking the firm to its customers. The sales force is also generally the most expensive part of a firm's marketing process. Here, you'll acquire an understanding of the selling process.

Description from the PSU Catalog: An experiential study of the relationship selling and negotiation process in consumer and business-to-business selling environments. Focuses on development of student competence in professional selling theory and approaches, presentation skills, and negotiation analysis and practices. Prerequisite: MKTG 450 Personal Selling and Sales Management or a waiver.

Prerequisite courses, skills, and knowledge

To enroll in this course, you must have passed Personal Selling and Sales Management (MKTG 450) or have received a waiver for it. Skills you will need to succeed in this course include junior level and above writing skills, the technological skills required to use Canvas, and the ability to use word processing, presentation, and spreadsheet software (Microsoft Office, for example).

Course Goals and Objectives

Goal 1: Upon completion of this course, students will have acquired a strategic understanding professional selling and negotiation.

- ◆ Learning Objective 1: Students will be able to identify and explain key concepts in professional selling.
- ◆ Learning Objective 2: Student will be able to demonstrate competency in professional selling and negotiation skills.

Goal 2: Upon completion of this course, students will understand the benefits and requirements to successfully pursue careers in professional selling.

- ◆ Learning Objective 1: Students will recognize the skills required for success in selling.
- ◆ Learning Objective 2: Students will be able to conduct a job search in professional selling.

Goal 3: Upon completion of this course, students will be able to collaborate effectively.

- ◆ Learning Objective 1: Students will be able to plan and implement team actions.
- ◆ Learning Objective 2: Students will be able to professionally evaluate team and individual performance.

Teaching Methods

This course is a mix of lecture and experiential learning. Pittsburg State University's motto is "By Doing, Learn". You should expect to read the textbook, complete any homework, and participate in class exercises and discussions.

Canvas

Announcements, assignments, and other resources for your use will be posted on Canvas. Many of these will also be announced in class, but not necessarily all—it is your responsibility to regularly check CANVAS for announcements and assignments. If you are having trouble accessing Canvas, contact Gorilla Geeks: geeks@pittstate.edu or 620.235.4600.

Attendance Policy

Learning in this class requires your presence on a regular basis (leaving early or arriving late may count as an absence). Because we will incorporate role play in this course, your presence is necessary as your teammates depend on you.

In the PSU University Catalog, the following statements are made: "Students at Pittsburg State University are expected to attend class regularly and participate fully in the activities of that class under the guidance of a university instructor." Tardiness is discouraged and will be viewed as being rude and inconsiderate of fellow students and the instructor.

For illnesses or injuries requiring prolonged absence from class, you should call Student Life at (620) 235-4231 to report these absences. Student Life will then communicate to instructors after an absence of three or more days. Notification by the Student Life *does not relieve* you of the responsibility of discussing the absence with me. Therefore, you are encouraged to communicate with me about any prolonged absences.

Should attendance start to drop off, the professor reserves the right to give a "pop quiz" for extra credit to those in attendance that day.

Classroom Conduct

I expect you behave as a professional whether working with clients, colleagues, or faculty (including me). This is a time to develop the habits necessary for a successful career.

Communication

Please use the email function in Canvas to contact me regarding the class. You may address me as either Mrs. Nance or Professor Nance.

Preparation

You are responsible for reading the textbook's assigned chapters before coming to class and completing any assigned exercises that are due before class.

Electronic Devices

Unless otherwise specified, NO electronic devices are to be used in class—no laptops, tablets, or phones. I will ask you publicly to turn them off. If I have to repeatedly do so, you will lose points. I particularly abhor texting during class. If you insist upon disregarding this policy, I will do one of the following: fail you on the next exam, drop your final course grade by at least one letter grade, or drop you from the class.

Academic Integrity

Academic honesty is fundamental to the activities and principles of a university. Academic integrity can be boiled down to five words:

YOUR WORK MUST BE YOURS!

Any effort to gain an advantage not given to all students is dishonest regardless of the success or failure of the effort. Following University guidelines (<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>), my response to academic dishonesty will be one of the following:

- ◆ You will fail the assignment;
- ◆ You will fail the class;
- ◆ You will fail the class and your transcript will show an XF, indicating failure due to academic dishonesty.

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students shall:

- ◆ Refrain from class disturbances.
- ◆ Arrive on time and remain until dismissed at all class sessions and to notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- ◆ Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- ◆ Prepare for and participate in all classes.
- ◆ Treat fellow students, staff, faculty and administrators with respect.
- ◆ Prepare assignments and exams honestly.
- ◆ Avoid plagiarism or unacknowledged appropriation of another's work in any academic work.
- ◆ Refrain from giving or receiving inappropriate assistance.
- ◆ Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
- ◆ Respect University property and use resources in the most effective and efficient manner.
- ◆ Be fair and constructive in the evaluation of faculty.
- ◆ Obey the policies, regulations, and laws of the United States of America, The State of Kansas, The Kansas Board of Regents, Pittsburg State University and the Kelce College of Business.

Other information:

You find valuable information in the Syllabus Supplement, including critical dates in the University calendar, information about disabilities, severe weather information, and more. I've placed it on Canvas.

Course Evaluation

Written Assignments/Homework: There are several homework exercises that I will ask you to complete throughout the course. You will be able to access most of these through links in Canvas. Exercises are due by the assigned date and time, and it is your responsibility to see that they are submitted on time.

Assignments submitted one day late (i.e., the calendar date after the due date) may be accepted for half credit. Otherwise, late assignments will receive no credit.

All homework must be typed and professional in appearance.

The instructor has a mailbox in room 110. Students may, if necessary, turn homework in to the mailbox. However, students **must** obtain a departmental stamp from the office workers in room 110 that specifies the time and date in which the homework was turned in. If the homework in the mailbox does not have a departmental stamp, no credit will be given for the assignment. It is the responsibility of the student, not Kelce staff members, to ensure that the stamp is received

Material Required: Textbook; computer/laptop with Internet access; #2 pencil; and a Scantron answer sheet (Form No. 882-ES) for each exam.

Exams: Four examinations worth 100 points each. I will try to follow the exam schedule indicated on this syllabus as much as possible. Occasionally, test dates may be changed. These changes will be announced in class. Permission to miss or delay an exam must be obtained prior to exam period. You must e-mail me with your request and reason and I will respond back to you via e-mail. Ten (10) points will be deducted from the score of the make-up exam if permission is not gained beforehand. Only one (1) make-up exam, per student, will be allowed for the semester.

Quizzes: Quizzes will be given randomly throughout the semester over materials discussed in class. Most quizzes will be worth 10 points each. These quizzes will be announced one class period in advance. There will not be any make up dates for quizzes.

Grading Procedure: A total of 760 points is possible. Your grade will be based upon the following: 90% - 100% = A; 80% - 89% = B; 70% - 79% = C; 60% - 69% = D; below 60% = F.

Homework	150 points
Exams	400 points
Book Assignments	125 points
Quizzes	60 points
Participation	<u>25 points</u>
	760 Points Possible

Note

I reserve the right to amend and to reorganize this syllabus at any time.

COURSE OUTLINE:

Although we will try to stay close to this schedule, the topics may be changed at the discretion of the instructor:

Aug. 23: Introduction.

Aug. 25: Chapter #1

Aug. 30: Chapter #1 Role Play

Sept. 1: Chapter #1 Mini-Case.

Sept. 6 & 8: Chapter #2 & Role Play.

Sept. 13 & 15: Chapter #3 Role Play & Mini Case

Sept. 20: EXAM #1, over Chapters 1-3.

Sept. 22: Article discussion.

Sept. 27: Speaker

Sept. 29: No class.

Oct. 4 & 6: Chapter #6 & Role Play

Oct. 11: Chapter #7 & Chapter #7 Assignment.

Oct. 13: EXAM #2, over Chapters 6-7

Oct. 18: Speaker

Oct. 20: No class.

Oct. 25 & 27: Chapter #8 & Mini-Case.

Nov. 1 & 3: Chapter #10, Mini-case and ethical dilemma assignment.

Nov. 8: Exam #3, over Chapters 8 and 10.

Nov. 10: Speaker

Nov. 15 & 17: Chapter #5 & Mini-Case.

Nov. 22 & 24: NO CLASS – FALL/THANKSGIVING BREAK.

Nov. 29 & Dec. 1: Chapter #4 & Role Play.

Dec. 6: Negotiation One Sheet due.

Dec. 8: EXAM #4, over Chapters 4-5.

