Study of the sales function in a marketing organization, development of techniques for making an effective sales presentation, and developing and maintaining account relationships. The course also will review major sales management functions including organization, allocation, recruitment, selection, training, motivation, compensation, and sales force evaluation and control.

Credit Hours: 3       Prerequisite(s): MKTG 201 or MKTG 305
Meeting Time/Location: Online via Blackboard
Access the course Blackboard site by logging into myUSI

Course Learning Objectives
1. Evaluate ethical circumstances commonly seen in personal selling.
2. Identify concepts and terms relevant to personal selling.
3. Explain professional communication techniques used in a sales career.

USI Marketing Program Learning Goals and Outcomes

<table>
<thead>
<tr>
<th>Key Learning Goals of the Marketing Program</th>
<th>Key Learning Outcomes of the Marketing Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Building competency in fundamental Marketing Content</td>
<td></td>
</tr>
<tr>
<td>2. Developing competency in the Marketing planning process.</td>
<td></td>
</tr>
<tr>
<td>• Developing a Marketing Plan: This will include competency with: a) Market segmentation, b) Positioning, c) Marketing Mix</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General Skills Goals of the Marketing Program</th>
<th>Related Skill Outcomes of the Marketing Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Critical thinking</td>
<td>i. use relevant information/evidence</td>
</tr>
<tr>
<td></td>
<td>ii. consider relevant viewpoints</td>
</tr>
<tr>
<td></td>
<td>iii. identify relevant assumptions</td>
</tr>
<tr>
<td></td>
<td>iv. consider implications of alternative courses of action</td>
</tr>
<tr>
<td></td>
<td>v. develop clear logical conclusions from prior analysis</td>
</tr>
<tr>
<td>• Ethical decision making</td>
<td>i. identify ethical issue(s)/problem(s)</td>
</tr>
<tr>
<td></td>
<td>ii. incorporate evaluation of relevant stakeholders</td>
</tr>
<tr>
<td></td>
<td>iii. evaluate implications of alternative courses of action</td>
</tr>
<tr>
<td></td>
<td>iv. develop logical conclusions from prior analysis</td>
</tr>
</tbody>
</table>

MKTG 344’s connection to the Marketing Program’s Learning Goals
MKTG 344 helps with accomplishing Learning Goal 1; Building competency in fundamental Marketing Content and in supporting its Ethical Decision Making General Skills Goal.
Communication Guidelines
Expectations for communicating with the course professor
Email is the best way to communicate with the professor (cmmilewicz@usi.edu). Emails received between Sunday evening and Friday at Noon (CT) will generally be answered within 24 hours. Emails received between Friday at Noon and Sunday evening will generally be answered on Monday. Please use email to schedule meetings via phone, Zoom, Skype, or in the professor’s office. Please include your name and identify this course (MKTG 344) in each email.

Course Materials
Required Materials:

- **SELLING-CUSTOM (MKTG344F14), Author - CASTLEBERRY, ISBN 9781308167527 (about $60, generally available only in the Campus Store, little or no resale value)**
  OR

- **Selling: Building Partnerships (9E) by Castleberry & Tanner, 2014, McGraw-Hill Irwin (about $300 to buy new, resale value varies, can be rented or bought used if available)**

  AND

- **How to Become a Rainmaker** by Jeffrey Fox, Hyperion, 2000

Options to Purchase the Textbook

**Option 1:** Purchase **SELLING-CUSTOM (MKTG344F14)** from the USI Campus Store. This is a customized version of the Selling: Building Partnerships (9E) textbook. This version has only the chapters we will use in this class.

**Option 2:** Purchase or rent **Selling: Building Partnerships (9E)** by by Castleberry & Tanner online.

- We are not using every chapter of the book, but if you find a copy that is less expensive than the customized version in the USI bookstore you can purchase the original book.
- Our class will be using chapters 2, 3, 4, 5, 8, 9, 10, 11, 14.

Keys to Navigating the Textbook:
If you use the custom version of the textbook (Option 1, above), you may notice that each page as 2 “page numbers.” One is in on the very top of the page in a shaded block. This is the chronological page in the custom version of the book. The other is a smaller font, at the bottom of the page. This is the original page number in the full-length version of the textbook. **The study guides reference these smaller, original page numbers.** If you have any questions or concerns about this, please feel welcome and encouraged to contact the professor.

Other Course Requirements

Technical Requirements

- **A Reliable Computer:** a dedicated computer with an updated operating system, such as Windows 7 or later, or Mac OSX.
• **High-Speed Internet Connection:** (e.g. DSL or Cable). All USI online students are required to have a stable high-speed Internet connection. A wired Internet connection is recommended for online meeting, exams, and assignment submission.

- Office 365 (USI login needed) & Adobe Acrobat Reader installed.
- **Supported Web Browser:** Firefox, Google Chrome, or Safari.
- Additional information on the system requirements for taking online courses can be found at [https://www.usi.edu/onlinelearning/students/system-requirements/](https://www.usi.edu/onlinelearning/students/system-requirements/)

**Expected Prerequisite Knowledge and Skills**

- All participants are expected to have basic foundational knowledge related to the pre-requisite courses.
- Critical thinking and communication skills appropriate for a 300-level course are expected.

**Grading and Assignment Policies**

**How you will demonstrate your growth and earn your grade:**

- 4 Class assignments
- 4 Multiple Choice Tests
  - Tests are based on the assigned readings in each class module (see test preparation sheet in each class module for assigned readings for each test)
  - Tests are completed online via Blackboard
  - You can take the test any time before the due date, but you must complete it by its due date.
  - Tests consist of 20 multiple choice questions and are timed. You have 21 minutes to complete each test.

**Earning Points towards Your Final Grade:**

- Your grade for this course will be determined by the total points you earn.
- The maximum possible points awarded for specific course activities are as follows:

<table>
<thead>
<tr>
<th>Course Activity</th>
<th>Maximum Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class assignments (4 assignments, 20 points each)</td>
<td>80</td>
</tr>
<tr>
<td>Tests (4 tests, 20 points each)</td>
<td>80</td>
</tr>
</tbody>
</table>

**TOTATL POINTS FOR COURSE** 160

**Final Grade:**
Final grades will be assigned by the total points earned, according to the following scale:

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Letter Grade Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>144 + points</td>
<td>A</td>
</tr>
<tr>
<td>128 – 143 points</td>
<td>B</td>
</tr>
<tr>
<td>112 – 127 points</td>
<td>C</td>
</tr>
<tr>
<td>96 – 111 points</td>
<td>D</td>
</tr>
<tr>
<td>&lt; 96 points</td>
<td>F</td>
</tr>
</tbody>
</table>

**Summary of Class Assignments:**

*Note: I provide detailed instructions for each assignment on BB in the respective Class Module.*

**Class Assignment 1:** Exploring Sales and Sales Careers **(20 points)**

**Summary:** You will search for and report on information about sales careers.

**Related Learning Outcome:**
1. Identify concepts and terms relevant to personal selling.
Class Assignment 2: The role of sales in buyer-seller relationships (20 points)

Summary: You will find examples of “real-world” buyer-seller relationships to identify specific examples of concepts discussed given in the textbook. This will require personal interviews or doing research online using company reports or in-depth news stories.

Related Learning Outcomes:
1. Identify concepts and terms relevant to personal selling.
2. Evaluate ethical circumstances commonly seen in personal selling

Class Assignment 3: The role of information systems in personal selling (20 points)

Summary: You will be directed toward information about some information systems used in personal selling and be asked to find additional information on how social media is used in personal selling. You will have to answer specific questions based on this information.

Related Learning Outcomes:
1. Identify concepts and terms relevant to personal selling.
2. Explain professional communication techniques used in a sales career

Class Assignment 4: Evaluating Necessary skills in personal selling (20 points)

Summary: You will have to watch 2 role plays of undergraduate students at the National Collegiate Sales Competition and evaluate the extent to which they portray specific selling skills. You will also have to give valid reasons why one competitor was ranked higher than another in the competition.

Related Learning Outcomes:
1. Explain professional communication techniques used in a sales career

Tips to Preparing for Tests & Class Assignments

Preparing for tests: Each Class Module has a study guide for that module’s test. Reading the pages outlined in the study guide are the best way to prepare for each test. The lecture videos and class slides complement the assigned readings outlined in each module’s test study guide, but test questions are not based on the videos (they are based on the assigned readings so that it is clearer for you to know what to study).

Preparing for class assignments: Each Class Module has a folder detailing the instructions, expectations, and grading criteria for the class assignment(s) due in that module. Read these materials closely. If you have questions after reading these materials, please feel welcome to contact the professor (cmmilewicz@usi.edu or 812-464-1937) for additional help or guidance.

When to Expect Feedback on Tests & Class Assignments

Tests: You should be able to see your grade posted on the Grade Center in Blackboard within 20 minutes of completing each test. If Blackboard does not report your grade within this time, please let me know. After each test’s respective due date/time you will have the opportunity to see what questions you missed. You can use email to arrange a meeting with me to go over a test in person, on the phone, or via an alternative meeting method. Email will not be used to discuss specific test questions and grades, though.

Class Assignments: As the professor, I read and grade all class assignments, and this takes time. My goal is to post grades with 3 days of each assignment’s due date. Grades will be posted on Blackboard in the grade center. Once grades are posted you can click on your grade to see your grade rubric. If points are deducted, I will post comments explaining why under the grade rubric.
Class Calendar
A class calendar with estimated dates of assignments is posted on the class's Blackboard site on the Home Page (Start Here). The class calendar is also available at the end of this syllabus. Please note the class calendar is tentative and subject to change as needed.

Navigating Blackboard & Connect Companion Site

What is on Blackboard?
- Class Syllabus, class announcements, class lecture videos, slides used in class lecture videos, test study guides, explanations of class assignments, links to tests and other support materials and videos to help you through the course design and content.

Summary of the main Blackboard tabs used in this class:

Home Page (Start Here): Use this tab to find a video introduction to the class, a link to announcements (updated throughout the semester), the class calendar, and the MKTG344.N01 syllabus.

Class Modules (1-4): This class has 4 modules. Please pay attention to due dates in each module. Please take appropriate actions to schedule necessary time to complete all exams and assignments by the due date.
- Each module contains materials to support your learning (videos, study guides, assignment expectations, etc.), a link to a test, and a link for submitting the class assignment due during that module.
- The course calendar provides an overview of each module’s start and end date and the deliverables due during each module. You will not be able to access a module until its specified start date.
- You will be able to access each module after its completion date, but you will not be able to submit assignments or complete exams after their respective due date.

Course & University Policies

- Discussion Board Policy
  This course does not use a discussion board.

- Late Assignment Policy
  Each assignment must be completed and submitted by 8:00 PM on the last day of the respective module in accordance with the respective assignment's submission policy. As a general rule, late assignments will not be accepted.

- Make-up Assignment and Exam FAQs:
  In general, make-up assignments and make-up exams are not guaranteed and should not be expected.

- Academic Dishonesty
  Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty including, but not limited to, plagiarism and/or cheating on an examination will be subject to disciplinary action. For more information, please visit www.usi.edu/deanofstudents/academic-integrity.

- Diversity Issues
  The pursuit of an intellectually open setting for class discussions is one of the goals of the course. Students should feel free to articulate respectfully different perceptions of the social world; however, belittling, abusive, and discriminatory language will not be tolerated under any circumstances. For more information, please visit https://www.usi.edu/diversityresources/.
• Disability Statement
If you have a disability for which you may require academic accommodations for this class, please contact Disability Resources at 812-464-1961 or email Ronda Stone at rfstone@usi.edu as soon as possible. Students who are approved for accommodations by Disability Resources should request their accommodation letter be sent to their online instructors. Due to the nature of online courses some accommodations approved for on campus courses may not apply. Please discuss this with Disability Resources to clarify as needed. Students who receive an accommodation letter from Disability Resources are encouraged to discuss the provisions of those accommodations with their professors before or during the first week of the semester. If you will be in an internship, field, clinical, student teaching, or other off-campus setting this semester please note that approved academic accommodations may not apply. Please contact Disability Resources as soon as possible to discuss accommodations needed for access while in this setting.

For more information, please visit the Disability Resources website at www.usi.edu/disabilities.

• Class Withdrawal & Incomplete Policy
It is the student’s responsibility to officially drop/withdraw from any courses before the deadline. The university does not withdraw students from any classes. Please refer to the USI Academic Calendar (https://www.usi.edu/registrar/academic-calendar) for specific dates. For more information, please visit http://www.usi.edu/registrar.

Under special circumstances, students may petition for an incomplete grade. However, it is up to the course instructor to decide if an incomplete will be granted. Students receiving an incomplete grade will need to complete all course requirements by the agreed deadline to avoid an "F" grade.

• Title IX, Sexual Assault and Gender Violence Policy
USI does not tolerate acts of sexual misconduct, including sexual harassment and all forms of sexual violence. If you have experienced sexual misconduct, or know someone who has, the University can help. It is important to know that federal regulations and University policy require faculty to promptly report incidences of potential sexual misconduct known to them to the Title IX Coordinator to ensure that appropriate measures are taken and resources are made available. The University will work with you to protect your privacy by sharing information with only those who need to know to ensure we can respond and assist. If you are seeking help and would like to speak to someone confidentially, you can make an appointment with a counselor in the University Counseling Center. Find more information about sexual violence, including campus and community resources at www.usi.edu/stopsexualassault.

• Proper Use of Class Videos & Slides:
The videos and slides posted on blackboard by the professor are prepared by the professor and intended for use in this class. Please do not distribute or repost these materials online.

Technical Support

• IT Help Desk Support
Since your professors are not trained as technology experts, they will not be able to assist you with your technical needs. Please contact the Help Desk at (812) 465-1080 or send an email to it@usi.edu for technical support. To learn more about the USI helpdesk, please visit http://www.usi.edu/distance/students/current/help-desk
  ○ Blackboard Support
    If you would like to speak to a support technician, you can call (812) 465-1080 during normal USI
business hours (8am-4:30pm, Monday-Friday). Click on the following link for more FAQ about Blackboard
http://www.usi.edu/it/blackboard-online-help/faq-for-students.

- **Blackboard Collaborate Support**
  [http://www.blackboard.com/Platforms/Collaborate/Services/On-Demand-Learning-Center/Web-Conferencing.aspx#freetraining]

  **Distance Learning Office Support**
  - **Web Meeting Support** (e.g. Zoom, Blackboard Collaborate, etc.)
    For issues involving web meeting setup/host/participation, please contact the Department of Distance Learning at (812) 228-5124 or send an email to DLHelp@usi.edu.

- **Privacy Policies & Accessibility Statements**
  For detailed information about the privacy policies and accessibility statements of the course technologies, please visit [http://www.usi.edu/onlinelearning/students/support].

- **McGraw-Hill Connect Help**: If you have technical problems with Connect, please contact their support staff (800-331-5094) or [http://mpss.mhhe.com/]

**Academic Support Services**

- **APA Guidelines**
  [http://usi.libguides.com/citationsources]

- **David L. Rice Library**
  [http://www.usi.edu/library]

- **Research Guides**
  Research assistance, subject guides, and useful resources compiled by your friendly librarians.
  [http://usi.libguides.com/]

- **Consulting Center**
  [http://www.usi.edu/counselingcenter/]

- **Disability, and ADA Support**
  [http://www.usi.edu/university-division/disabilities]

- **Student Grievances**
  [https://www.usi.edu/media/3402299/Grievance-and-Complaints-Procedures.pdf]

- **Student Handbook**
  All other academic and support services are located within the student handbook. Please refer to student handbook at [https://www.usi.edu/deanofstudents/code] for detailed information regarding advising, registration, financial aid, student and campus life, counseling, career services, list of student organizations, etc.

**Syllabus Change Policy**
This syllabus may be subject to change with reasonable advanced notice. Changes to the syllabus and course calendar will be announced via email and on Blackboard.

***Changes to the syllabus may be made to reflect the needs of the class. Any changes will be announced via “Announcements” on the class Blackboard website and via email.***
### MKTG 344.N01 Class Calendar

**Term (length):** Summer 1 (4 weeks & 2 days)  
**Instructor:** Dr. Chad Milewicz

<table>
<thead>
<tr>
<th>Weeks Dates</th>
<th>Class Module Topic</th>
<th>Module Learning Objective(s) Related course learning objective(s)</th>
<th>Required Readings &amp; Media*</th>
<th>Deliverables (Due by 8:00 PM CT on last day of the Module)^</th>
</tr>
</thead>
</table>
| **Week 1**  
Wednesday 5/09 – Friday 5/18 | Module 1  
Professional Selling Overview | Identify common ethical issues in personal selling.  
Describe types of sales careers.  
Identify elements of organizational buying.  
*Contributes to course learning objectives 1 & 2.* | • Textbook & Rainmaker reading: see Test 4 Review Sheet  
• 3 video lectures | • Class Assignment 1  
• Test 1 |
| **Week 2**  
Saturday 5/19 – Friday 5/25 | Module 2  
Relationship Management | Identify how salespeople support business relationships.  
Describe key elements of professional communication skills.  
*Contributes to course learning objective 1 & 2.* | • Textbook & Rainmaker reading: see Test 4 Review Sheet  
• 2 video lectures | • Class Assignment 2  
• Test 2 |
| **Week 3**  
Saturday 5/26 – Friday 6/1 | Module 3  
Sales Skills & Information Systems | Identify concepts important to adaptive selling.  
Describe various communication tools and techniques used in sales careers.  
*Contributes to course learning objectives 2 & 3.* | • Textbook & Rainmaker reading: see Test 4 Review Sheet  
• 4 video lectures | • Class Assignment 3  
• Test 3 |
| **Weeks 4**  
Saturday 6/2 – Friday 6/8 | Module 4  
Sales Presentations | Identify practices that help salespeople begin and sustain relationships.  
Evaluate communication techniques used in a sales career.  
*Contributes to course learning objectives 2 & 3.* | • Textbook & Rainmaker reading: see Test 4 Review Sheet  
• 3 video lectures | • Class Assignment 4  
• Test 4 |

**Course Learning Objectives:**

1. Evaluate ethical circumstances commonly seen in personal selling.
2. Identify concepts and terms relevant to personal selling.
3. Explain professional communication techniques used in a sales career.

*The approximate time requirement to complete each module’s required readings, media, and deliverables should be relatively similar.

^Please note that all times identified in this course refer to Central Time (CT).