

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:

BADM 240 – Sales

Course Description:

This course provides the student with an introduction to the basic principles, concepts and theories of selling and their application to the actual sales presentation. Special attention is given to the sales process and both verbal and non-verbal communication techniques.

Course Objectives:

After taking this course students should be able to:

- Develop a problem-solving approach to the needs of potential buyers as well as incur a better understanding of their personal, status, and emotional needs.
- Analyze and explain why a given selling technique or sales presentation should or should not work in a particular buyer-seller interaction.
- Apply the selling theories, concepts, and principles in selling situations.
- Communicate more effectively in interpersonal interactions with employees, peers, prospects, and buyers.
- Develop professional sales presentations for buyers ranging from individual consumers to organizational buying committees.
- Work as successful sales representatives with a professional code of behavior.

Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:

1:00 – 2:00 pm: Monday, Wednesday and Friday
11-12:00 pm: Tuesday and Thursday

Phone:

701-228-5624

Email:

keri.keith@dakotacollege.edu

Lecture/Lab Schedule:

MWF: 10:00 – 10:50
Arntzen 1

Textbook(s):

Fundamentals of Selling, 11th Edition – Futrell. ISBN: 978-0-07-338112-1

Course Requirements:

Course requirements consist of class participation, assignments, quizzes, and exams.

Grade Weighting

Case 1.1	10 points
Case 2.1	10 points
Pg. 102 assgt.	10 points
FAB	25 points
Exam 1	100 points
Sales Call Plan	30 points
Sales Call assgt.	10 points
Sales Objections	10 points
Sales Assign	75 points
Close assgt.	20 points
Exam 2	100 points
Exam 3	100 points
Team Spirit	100 points
Exam 4	100 points
Final Assignment	200 points
Participation	100 points
Total:	1000 points

Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

Tentative Course Outline

Date	Activity
August 25	Introduction, syllabus, student introductions (Name, something interesting, sales experience)
August 27	Lecture chap 1
August 30	In Class Assignment: Complete Case 1-1 on page 34
September 1	Lecture chap 2
September 3	In Class Assignment : Complete Case 2.1 on page 67.
September 6	No class - Labor Day
September 8	Lecture chap 3
September 10	Lecture chap 3, part 2
September 13	In Class Assignment: Answer questions 1-6 on page 102.
September 15	Lecture 1 st half of chap 4.
September 17	Lecture 2 nd half of chap 4.
September 20	In-Class Group Assignment: Write out the Features, Advantages and Benefits of 4 items you use on a regular basis.
September 22	Present Assignment to Class Review for Exam 1
September 24	EXAM 1
September 27	Lecture Chapter 5.
September 29	Lecture chap 6
October 1	Lecture chap 7
October 4	Lecture chap 8 Assignment: Develop a sales call plan.
October 6	Review for Exam 2.

October 8	Sales Exam 2
October 11	Present Sales Call Plan to Class.
October 13	No Class – Leadership Conference
October 15	Lecture Chapter 10
October 18	Chap 11 Watch Video; Making effective Sales Calls. In class assignment: What are 3 important tips for making effective sales calls?
October 20	Chap 12
October 22	Video: Dealing with sales objections video. In class assignment: What are 3 important tips for dealing with sales objections?
October 25	Lecture Chap 13
October 27	Persuasive Sales Presentation Assignment
November 29	Work on presentations
November 1	presentations
November 3	Video: Closing the Deal In class assignment: Evaluate your close in comparison to the closes presented in this video. What did you do well? How could you improve? Review for Exam 3.
November 5	Sales Exam 3
November 8	Lecture chap 14 Team Spirit Events DVD Set Assignment
November 10	Work on Team Spirit Assignment
November 12	Work on Team Spirit Assignment
November 20	Lecture chap 15 and 16
November 15	Work on Team Spirit Assignment
November 17	Team spirit sales presentations

November 19	Lecture chap 17
November 22	Review for Exam 4
November 24	Exam 4
November 29	Sales Final Assignment
December 1	Work on final assignment
December 3	Work on final assignment.
December 6	Present Final Project
December 8	Present Final Project
December 10	Final Grades and Wrap up

Relationship to Campus Theme:

A focus on the growing “green” movement in business sales and management. Also addressing consumption and the new technologies that are affecting the business industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole as emerging leaders.

Classroom Policies:

Absences and Assignment Due Dates: If a student must miss class, he/she must contact the instructor within 24 hours of the class period. Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

Electronic Devices: Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class!

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by

completing the same criteria, thus making you equals As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

Academic Integrity:

Plagiarism: To plagiarize is to "steal and pass off the ideas or words of another as one's own" (*Webster's Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a "0" for the assignment.**

Cheating: Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment; an additional incidence of cheating will result in the student being dismissed from the course.

Disabilities and Special Needs:

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.