

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	30 points
Page 248	15 points
Video Asgt	15 points
Persuasive Sales assgt.	40 points
Sales Objections	10 points
Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
Final Assignment	100 points
Participation	60 points
Total:	700 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 27	Introduction, syllabus, student introductions (Name, something interesting, sales experience)
August 29	Lecture chap 1
September 1	No class - Labor Day
September 3	In Class Assignment: Complete Case 1-1 on page 34
September 5	Lecture chap 2
September 8	In Class Assignment : Complete Case 2.1 on page 67.
September 10	Lecture chap 3
September 12	Lecture chap 3, part 2
September 15	In Class Assignment: Answer questions 1-6 on page 102.
September 17	Lecture 1 st half of chap 4.
September 19	Lecture 2 nd half of chap 4.
September 22	In-Class Group Assignment: Write out the Features, Advantages and Benefits of 4 items you use on a regular basis.
September 24	Present Assignment to Class Review for Exam 1
September 26	EXAM 1
September 29	Lecture Chapter 5.
October 1	Lecture chap 6
October 3	Lecture chap 7 and 8
October 6	Keri at Conference - in class complete Sales Application Questions on page 248, Questions 1-5

October 8	Assessment Day – No Class
October 10	Review for exam 2
October 13	Sales Exam 2
October 15	In Class video and assignment
October 17	Lecture Chapter 10
October 20	Chap 11
October 22	Chap 12
October 24	In class assignment: Dealing with Objections
October 27	Lecture Chap 13
October 29	Persuasive Sales Assignment Details will be shared in class
October 31	Work on presentations
November 3	Work on Presentations
November 5	Presentations Due
November 7	Presentations Due
November 10	Review for Sales exam 3
November 12	Sales Exam 3
November 14	Lecture chap 14
November 17	Lecture chap 15
November 19	Lecture Chapter 16
November 21	Lecture chap 17
November 24	Review for Exam 4- Overview of Sales Final Assignment

November 26	Exam 4
November 28	No Class- Thanksgiving Break
December 1	Sales Final Assignment
December 3	Work on final assignment
December 5	Work on final assignment.
December 8	Present Final Project
December 10	Present Final Project
December 12	Final Grades and Wrap up

Relationship to Campus Theme:

A focus on the growing “green” movement in business marketing 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.

If you miss an exam you must contact me within 24 hours of the missed exam to arrange for a time to make up the exam. Exams must be made up within 72 hours of the original exam time. If you do not contact me within 24 hours a grade of 0 will be entered for the exam that was missed. Students are only allowed to make up **ONE** exam per course. The exam grade will be docked 10% per day for late points.

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! I will not tolerate texting, playing games, watching videos or anything else that is

disruptive to the class and others around you. You will be asked once to put the phone away, if asked again you will be asked to leave.

Do NOT wear headphones during tests. They are not allowed.

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.

Electronic Communication: If you are contacting me through email – you must use your Dakota College email account. Emailed assignments that are not sent through your Dakota College account will not be accepted. This is a school-wide policy.

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.