

Textbook:

Title : Fundamentals of Selling, 11th Edition

Author : Futrell

Additional information : none

Type : Required resource

Credits: 3 credits

Prerequisites: None

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.
- These course objectives meet the following MSU-B General Education Goals; #1, to develop the ability to communicate, #2, to develop thinking skills, #9, to develop lifelong learning skills, and #10, to foster interpersonal development.

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Course Requirements:

- **Independent work:** Reading assignments
- **Graded assignments:** A recorded sales presentation
- **Graded quizzes & exams:** Four quizzes and four exams are given.
- **Sales presentation:** See details below.

Quizzes and Exams:

Policies & Procedures :

- Quizzes and exams can be taken on any computer with Internet access.
- Students need to select an environment suitable for testing: distraction-free area at home, a computer lab, a library, etc.
- Each quiz/exam is available for a week set by the instructor. Students can take the quiz or exam at any time during the designated week.
- Once opened, a quiz or exam remains available for a limited period of time.
- Exams and quizzes are comprised of multiple choice matching questions.

Policies:

Late Assignments: Late assignments are given a 10% penalty for each day they are late.

Academic Dishonesty: Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project; failure in course; and/or expulsion from the university. For more information, refer to the "Academic Dishonesty" policy in the university catalog or the student handbook online: www.misu-b.nodak.edu/handbook.htm

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.

Evaluation:

Course Requirements and Evaluation : Course requirements consist of reading assignments, quizzes, exams and a PowerPoint sales presentation. The four exams are worth a total of 80%, with other assignments making up 20% of the final grade.

Grading : Grades will be calculated using the following criteria:

A=(90-100%)

B=(80-89%)

C=(70-79%)

D=(60-69%)

F=(Below 60%)