

# **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, 11<sup>th</sup> Edition – Futrell. ISBN: 978-0-07-338112-1

**Course Requirements:**

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

**Grade Weighting**

<b>Case 1.1</b>	<b>10 points</b>
<b>Case 2.1</b>	<b>10 points</b>
<b>Pg. 102 assgt.</b>	<b>10 points</b>
<b>FAB</b>	<b>25 points</b>
<b>Exam 1</b>	<b>100 points</b>
<b>Sales Call Plan</b>	<b>30 points</b>
<b>Sales Call assgt.</b>	<b>10 points</b>
<b>Sales Objections</b>	<b>10 points</b>
<b>Sales Assign</b>	<b>75 points</b>
<b>Close assgt.</b>	<b>20 points</b>
<b>Exam 2</b>	<b>100 points</b>
<b>Exam 3</b>	<b>100 points</b>
<b>Exam 4</b>	<b>100 points</b>
<b>Final Assignment</b>	<b>200 points</b>
<b>Participation</b>	<b>100 points</b>
<b>Total:</b>	<b>900 points</b>

**Grading Scale**

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

## Tentative Course Outline

Date	Activity
August 22	Introduction, syllabus, student introductions (Name, something interesting, sales experience)
August 24	Lecture chap 1
August 27	In Class Assignment: Complete Case 1-1 on page 34
August 29	Lecture chap 2
August 31	In Class Assignment : Complete Case 2.1 on page 67.
September 3	<b>No class - Labor Day</b>
September 5	Lecture chap 3
September 7	Lecture chap 3, part 2
September 10	In Class Assignment: Answer questions 1-6 on page 102.
September 12	Lecture 1 <sup>st</sup> half of chap 4.
September 14	Lecture 2 <sup>nd</sup> half of chap 4.
September 17	In-Class Group Assignment: Write out the Features, Advantages and Benefits of 4 items you use on a regular basis.
September 19	Present Assignment to Class Review for Exam 1
September 21	<b>EXAM 1</b>
September 24	Lecture Chapter 5.
September 26	Lecture chap 6
September 28	Lecture chap 7
October 1	Lecture chap 8 Assignment: Develop a sales call plan.
October 3	Review for Exam 2.

October 5	<b>Sales Exam 2</b>
October 8	Present Sales Call Plan to Class.
October 10	<b>No Class – Leadership Conference</b>
October 12	Lecture Chapter 10
October 15	Chap 11
October 17	Chap 12
October 19	Video:  In class assignment: What are 3 important tips for dealing with sales objections?
October 22	Lecture Chap 13
October 24	Persuasive Sales Presentation Assignment
October 26	Work on presentations
October 29	Work on Presentations
October 31	Presentations Due
November 2	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	<b>Sales Exam 3</b>
November 7	Lecture chap 14
November 9	Lecture chap 15
November 12	<b>No Class –Veterans Day</b>
November 14	Lecture Chapter 16
November 16	Lecture chap 17
November 19	Review for Exam 4

November 21	<b>Exam 4</b>
November 23	<b>No Class- Thanksgiving Break</b>
November 26	Sales Final Assignment
November 28	Work on final assignment
November 30	Work on final assignment.
December 3	Present Final Project
December 5	Present Final Project
December 7	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.