

MERCER COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

MKT 103  
Course Number

Personal Salesmanship  
Course Title

3  
Credits

3  
Class Hours

0  
Laboratory Hours

15 Weeks  
Length of Semester

Text:            Title:            Fundamentals of Selling  
                  Author:          Charles Futrell  
                  Publisher:       McGraw-Hill  
                  Edition:         Seventh

Catalog Description

Techniques demonstrated vital to professional selling, from pre-sales to post-sales. Application of the sales process by students to develop steps in successful selling. Occasional offering.

Prerequisite: None

Corequisite: None

Dr. Carl J. Kovelowski  
Course Coordinator

Instructor Name \_\_\_\_\_  
Time/Location \_\_\_\_\_  
Office #/Phone # \_\_\_\_\_  
Office Hours \_\_\_\_\_  
E-mail \_\_\_\_\_

Rev: Fall 2002

Course Requirement:

The student must:

1. Research at least eight current articles, pursuant to the topic of Personal Sales.
2. Be prepared to present the article orally to the class if called upon.

Article Preparation:

1. The article must be as current as possible (no more than 3 years old).
2. The article should be summarized in the student's own words.
3. The article must also be critiqued, that is to say, the authors' main ideas should be brought to bear relative to their effects on current selling conditions. (See attached recommended format).

Suggested Sources for Article Reports:

- |                            |                          |
|----------------------------|--------------------------|
| 1. Journal of Marketing    | 6. Sales Management      |
| 2. Journal of Retailing    | 7. The American Salesman |
| 3. Harvard Business Review | 8. Purchasing            |
| 4. Advertising Age         | 9. Business Week         |
| 5. Printer's Ink           | 10. Wall Street Journal  |

Grade Evaluation:

Weekly Quizzes	20%
4 Hourly Exams	50%
Research Articles	20%
Class Participation/Assignments	<u>10%</u>
Final Grade	100%

Exam Schedule:

- 1<sup>st</sup> Exam – Chapters 1-2-3-4  
 2<sup>nd</sup> Exam – Chapters 5-6-7-8  
 3<sup>rd</sup> Exam – Chapters 9-10-11-12  
 Final Exam – Chapters 15-16-17

Required Format

Name: \_\_\_\_\_

Section: \_\_\_\_\_

A REACTION PAPER

Title of Article:

Source and Date:

Author:

Summary of Article:

Reaction and Recommendations:

### Student Preparation

1. Read weekly chapter assignments.
2. Be prepared to discuss the questions/case problems at the end of the chapters.
3. Exercise will be assigned by your instructor.

### Learning Objectives

After having completed all of the activities mentioned above, you should be able to answer the objectives listed at the beginning of each chapter.

Week #1 – Selling As A Profession – Chapter 1

Week #2 – Relationship Marketing: Personal Selling Fits – Chapter 2

Week #3 – Social, Ethical, and Legal Issues in Selling – Chapter 3

Week #4 – The Psychology of Selling – Chapter 4

Week #5 – Communication for Relationship Building – Chapter 5

Week #6 – Sales Knowledge: Customers, Products, Technologies – Chapter 6

Week #7 – Prospecting – The Lifeblood of Selling – Chapter 7

Week #8 – Planning the Sales Call Is a Must – Chapter 8

Week #9 – Sales Presentation – Select the Method – Chapter 9

Week #10 – Elements of a Great Sales Presentation – Chapter 11

Week #11 – Welcome Your Prospects Objectives – Chapter 12

Week #12 – The Art of Closing – Chapter 13

Week #13 – Service and Follow-up For Customer Retention – Chapter 14

Week #14 – Staffing Salespeople – Motivation, Compensation and Evaluating of Salespeople – Chapters 16-17

Week #15Student Activities

1. Oral presentations of Reaction Papers if time permits.
2. Fourth Test

Note: All of the previously mentioned activities should be accomplished with at least 60% accuracy. Each objective will be measured utilizing the following methods of testing:

- a. Essay
- b. Objective – true, false, multiple choice
- c. Combination of essay and objective

Academic Integrity Statement:

“A student who a.) knowingly represents work of others as his/her own; b.) uses or obtains unauthorized assistance in the execution of any academic work; or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

Classroom Conduct Statement:

It is the students' responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and returning while the class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together.