

**SADDLEBACK COLLEGE**  
**BUS 137 – PROFESSIONAL SELLING FUNDAMENTALS**  
**COURSE SYLLABUS**  
**Fall Semester 2009**  
**TICKET 25065**

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**Class E-Mail Address**

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**COURSE TITLE:**

Professional Selling Fundamentals

Units: 3

Prerequisite: None

**COURSE DESCRIPTION:**

Covers the principles, problems, and techniques of one-on-one selling of ideas, products, and services in today's domestic and international markets. Active participation provides practical experience through guided role-playing with techniques for success as a sales professional. Psychological and social aspects of buyer motivation are studied, as well as critical thinking, elements of presentation, and ethics, as appropriate for developing beginning sales skills.

**LEARNING OBJECTIVES:**

Upon completion of this course, the student will be able to:

1. Describe the selling profession.
2. Discuss the psychological aspects of selling.
3. Compare communication skills used in selling.
4. Write an effective evaluation of the entire sales presentation for each member of the class during the role-play session.
5. Conduct a sales call by phone or in person.
6. Recognize, analyze and effectively handle sales objections.
7. Apply closing techniques to consummate the sale.
8. Develop and implement a plan of prospecting for a specific product or service.
9. Apply at least one method for getting referrals.
10. Organize and present an actual sales presentation for a market or service.

**EXPECTED OUTCOMES:**

Through class discussions and activities, individual assignments, and examinations, the student will have:

- Applied basic professional selling theory to everyday practice and demonstrated working knowledge of sales principles.
- Studied sales and situational selling - as an individual and as part of a group.
- Experienced enhanced problem solving - making decisions given limited data / information.
- Analyzed and solved real-life business sales problems where several "correct" answers may exist.
- Strengthened communication skills - written, spoken, one-on-one, and group presentation.
- Considered ethical questions and issues in business, specifically in the field of professional sales.
- Used and applied common business tools / programs such as PowerPoint and MS Word.
- Evaluated and critiqued the role of sales in marketing terms and its role in relation to a free enterprise based economic system.

**COURSE TRANSFER / CERTIFICATE INFORMATION:**

This course may or may not be transferable. Please consult your college / university of choice.

**COURSE PREREQUISITES:**

There are no prerequisites required or recommended to take this course. General / basic computer skills to include Microsoft Word and PowerPoint are not required but helpful given the nature of assignments, as is previous business experience and / or completion of related college level classes. Access to the Internet will be required.

**METHOD OF INSTRUCTION:**

Course instruction will be delivered in the classroom and via a pre-established set of functions used within Blackboard. Individual and group activities and extensive class discussions and interaction are held in class and online via Blackboard. The “classroom atmosphere” will be active and engaging, and will require student focus and commitment throughout the term.

**TEXTBOOK / REQUIRED RESOURCES:**

Text: *Selling: Building Partnerships*, Weitz / Castleberry / Tanner. McGraw-Hill, 7th Ed.

Technology: Access to the Internet

**IMPORTANT DATES:**

First Class Meeting on:	Wednesday	08/26/2009
Drop with Refund by:	Friday	09/04/2009
Drop without ‘W’ Grade by:	Friday	09/25/2009
Drop with ‘W’ Grade by:	Thursday	11/05/2009

**DISABILITY ACCOMMODATIONS:**

If you have specific disabilities and require accommodations, please let your instructor(s) know early in the semester, so that your learning needs may be appropriately met. You will need to provide documentation of your disability to the Special Services Office in Student Services Center, Room 113.

Students with disabilities, including non-visible disabilities such as chronic diseases, learning disabilities, head injury and attention deficit disorder, are encouraged to contact the instructor to discuss appropriate accommodations that might be helpful to them. Students with disabilities who may need academic accommodations should discuss options with their professors during the first two weeks of class. Any student with a documented disability needing academic adjustments or accommodations is requested to speak with the instructor. All discussions are and will remain confidential.

**IMPORTANT GRADE INFORMATION:**

The Family Rights and Privacy Act of 1974 restricts the release of certain student information such as grades. Therefore, please do not call for grade information. The most common method to access grades is MySite. MySite can be accessed via the Internet at <https://www1.socccd.cc.ca.us/portal/>.

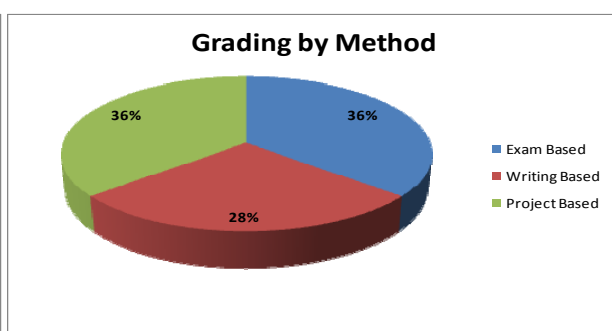
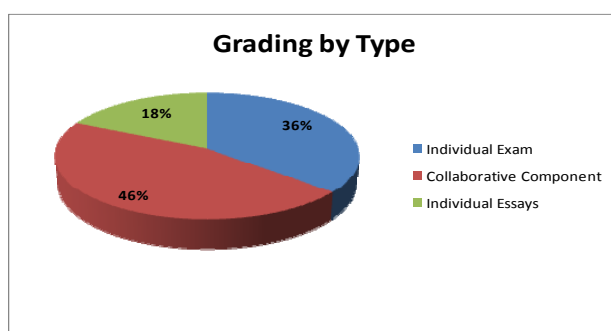
**DROPPING THE COURSE:**

Students checking into the class via Blackboard and or attending the orientation will remain officially enrolled. Students choosing not to participate in the course or “just disappearing” will remain enrolled and are responsible for dropping the class. All enrolled students will receive an earned grade per the syllabus grading scale. Students who desire to drop the course should do as outlined by College policy in the Student Handbook. Typically, this is accomplished with a visit to the Office of Admissions and Records in the Student Services Building or by using the associated electronic tools provided in MySite.

**ASSIGNMENTS AND TESTS:****Bus 137 - Grading Components**

Effort / Assignment	Qty	Unit	Total	%	Comments
Practice Quizzes	20	0	0	0%	On-line Practice Quizzes
Discussion Boards	4	2.5	10	10%	On-line Discussion Board
Individual Assignments	2	9	18	18%	Submit to Blackboard
Group Projects	3	7	21	21%	Combo PowerPoint / Presentation
In Class Collaboration Projects	10	1.5	15	15%	In-Class (non-exam days/ holidays
Mini Exams	4	9	36	36%	4 Sections

<b>Totals</b>	<b>100</b>	<b>100%</b>
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**GRADING:**

Grading Scale	
90+	A
80 - 89	B
70 - 79	C
60 - 69	D
<60	F

Instructor reserves the right to modify the grading scale / assignment loading as necessary to accommodate special circumstances, if any.

**COURSE POLICIES, PROCEDURES, AND NOTES:**

Please review in entirety and advise instructor of any questions without delay.

**GENERAL COURSE POLICIES, PROCEDURES, AND NOTES:**

- **Instructional Methods / Overview**
  - The Class Format / Method of Instruction: The format for this class is traditional in-class and will include internet-based activity on Blackboard.
  - Evaluation: Exams and assignments will be used to evaluate your knowledge of the subject matter. The tests and individual assignments cover activities and reading assignments for selected portions of the textbook.
- **Regarding Class Participation & Attendance**
  - Class Preparation: Please be prepared to participate in the classroom and online via Blackboard activities and discussions by keeping up with assigned reading and individual assignments.

- Course Participation: Getting involved and being creative is a key aspect of learning and represents an important part of the grading scheme.
- **Regarding Assignments**
  - Syllabus and Class Content / Assignments: These are subject to occasional change, notice of which shall occur in via classroom announcements and / or via e-mail.
  - Assignment Submissions: You will submit your essay assignments via Turnitin, a component of Blackboard.
  - Credit for Late Submissions: There will be no credit for late submissions.
- **Regarding Grades & Grading**
  - Every Point Counts: Total points are used to determine the final grade, and every point counts. 1 Point = one grading percentage (1%). Do the math.
  - Grade Determination: Since every point counts, a partial score is better than a zero. Example, earning 5 of 10 possible points on some assignment, is still 5 points in the right direction (5% of your total grade).
- **Regarding Responsibility**
  - Student Handbook: It is your responsibility to review the college catalog and student handbook for a summary of student responsibilities and college regulations.
  - Drop Classes: It is the responsibility of the student to drop classes by the applicable drop deadlines. The instructor retains the right to drop students under certain conditions.
  - Regarding Academic Honesty: Understand the consequences. Any student found to be in violation of this provision may receive a wide range of sanctions and disciplinary action - up to including course failure and recommendation of expulsion from the institution. Please refer to the College Student Handbook for additional information.

#### **HINTS FOR STUDENT SUCCESS:**

- Use the special class e-mail address to contact the instructor.
- Stay organized, read the assignments PRIOR to the deadline.
- Familiarize yourself with published deadlines.
- Get ahead of the power curve - know your workload, identify areas of concern, and manage to it accordingly.
- Assignments are electronically uploaded to Blackboard. Save your work, and always back-up. The dog will not eat your homework, but a computer can and may...
- Be organized - develop a scheme that works for you to manage email / files / documents / essays / assignments / directions / etc.

#### **COMMUNICATION POLICIES / PROCEDURES / INFORMATION:**

- **Class E-Mail Address** - Please use no other, even though you will receive e-mail from a variety of sources and instructors.
- **Online Discussion Forums** - are used to inspire thought and interaction among classmates. Online discussion is a critical part of the course. It is the place where you will not only respond to questions posed, but where you may post questions concerning the material presented. When not in the classroom, Discussion Forums provide a place where you ask for and provide help and encouragement to your classmates. Online participation will be evaluated on both quantity and quality. Your comments should advance the discussion, add value, and be relevant. Comments such as "I agree" and "ditto" are not considered value-added participation. Therefore, when you agree or disagree with a comment, please state and support the nature of your agreement or disagreement. Try to refrain from regurgitating a thought on an issue to obtain a more lengthy answer. Note the grading rubric for the discussion boards.

- **E-mail / Have a Question Policy** – You may e-mail the instructors at any time. To help others, consider also posting your question, problem, issue, or concern, etc. on the Discussion Board. That way, all students see your questions and / or problems and have the chance to respond as well. If your communication need is of a personal nature, please bypass the Discussion Board and contact an instructor directly.
- **Emergencies** - If you have an emergency and need to reach an instructor, please use the information listed above. Other needs: If you can't connect to the Internet, call your Internet service provider. If your computer crashes, call either the computer manufacturer or the business from whom it was purchased. For course problems, contact your instructor.
- **Login Policy** - Though this course is primarily delivered in a traditional classroom environment, some aspects of the learning experience are contained on Blackboard. This course moves swiftly and if you miss too many days, you may find yourself lost or well behind. Please try to keep up with the discussion board and your other assignments.
- **Personal Problems** - If you have a personal problem that you do not wish to share with other students in the class, e-mail / call your instructor directly. Course e-mail is checked frequently, with response time typically less than 24 hours.
- **Technology Knowledge Expectation** - Basic Internet skills are required for this course in that students must have the ability to login to the course website and upload, send and or receive e-mail with attachments. Assignment completion requires access to MS Word and MS PowerPoint. If you need to review any of the Internet basics, there are a number of ways to accomplish this to include College courses and free online tools.
- **Student Commitment** - You should budget adequate time each week for reading the textbook and completing all assignments. You will be responsible for keeping up to date with all lessons and assignments. Our schedule requires an on-campus classroom commitment of 3 hours per week with an additional 3 to 6 hours of outside study per week. Sure, student academic ability may vary, but generally speaking an average commitment of 6 to 9 hours or more may be required each week.
- **Plagiarism Statement** - Plagiarism is the use of direct quotations without identifying them as such, or the summarizing or paraphrasing of other quotations. If you do not specifically identify the source of ideas other than your own, you are plagiarizing. See the College Student Handbook for more encompassing information and the syllabus student responsibilities regarding academic honesty. Basic highlights: Cheating is the unauthorized giving or receiving of information in examinations, quizzes, assignments, or other class exercises. If someone else takes online tests or quizzes in your name, this is also considered cheating. Honesty and integrity are very important in higher education, as they are in life practices. This standard pertains to what is written as well as what is spoken. To claim to have written something that is not entirely your own work is a violation of academic and personal integrity. You are solely responsible for the preparation and presentation of your assignments. Each assignment, written activity, and test should be your own work. When working collaboratively, it is acceptable to ask for criticism and help, but such input should be limited and acknowledged when appropriate. When writing a paper, it is recommended that you have someone proofread and critique your work. However, it is not acceptable that he or she rewrites whole sections in the process. Any violation of the items mentioned will result in appropriate disciplinary action.

**INITIAL COURSE SCHEDULE:**

Due dates on Assignments will be made in class and available on Blackboard. Occasionally subject to change. It is your responsibility and obligation to stay current by checking Blackboard frequently.

**Bus 137 - Base Schedule**

					Something due or to do?				
Class Date	Week	Topic	Lecture	Comments	GP	Prezo	IA	DB	Exam
08/26/09	1	Orientation		Course Orientation / Profiles					
09/02/09	2	Selling and Salespeople	1		Yes				
09/09/09	3	Building Relationships	2		Yes			Yes	
09/16/09	4	Ethics	3		Yes				
09/23/09	5	Group Projects (Ethics Play)		Exam @ 6:00 PM / Group Prezos		Yes			Yes (1-3)
09/30/09	6	Communications	5		Yes		Due 10/4		
10/07/09	7	Buy Process / Adaptive Selling	4 & 6		Yes			Yes	
10/14/09	8	Prospecting	7	Exam @ 6:00 PM - Lecture 7:15 PM					Yes (4-6)
10/21/09	9	The Sales Call	8 & 9		Yes				
10/28/09	10	Presentations / Solutions	10		Yes			Yes	
11/04/09	11	Group Projects (Presentation)		Graded Group Presentations		Yes			
11/11/09	12	Closing	11 & 12		Yes				
11/18/09	13	Post Sale	13 & 14		Yes			Yes	
11/25/09	14	Time Management	15	Exam @ 6:00 PM - Lecture 7:15 PM					Yes (7-14)
12/02/09	15	Managing Your Career	16 & 17		Yes		Due 12/6		
12/09/09	16	Group Projects (Sign-up Driven)		Graded Group Presentations		Yes			
12/16/09	17	Final Exam		Exam @ 6:00 PM					Yes (15-17)

Legend on Assignments	
In-Class Group Projects - No Prep	GP
In-Class Group Projects - Prep Req.	Prezo
Assignment - See Specific Directions	IA
DB - See Specific Directions	DB
Mini Exam - 1 Essay / 10 MC	Exam