

Fall 2015

## **MKT 3515**

Maurice Bode  
*University of New Orleans*

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**University of New Orleans**  
**Business Studies**

Instructor: Maurice Bode, MBA  
Office Hours: 5:00- 6:00pm MW  
Class Time: 3:00- 4:45pm  
Class Location: KH 225  
Office Location: KH333  
Course Name: **Personal Selling**  
Course Number: **Marketing 3515**  
Textbook: *Selling Today 13e*, by Manning Ahearne Reece

Required Course Materials: Personal Selling Textbook and MyLab Code  
ISBN: 13-978-0-13-354338-4

Contact Information:  
Email: [mcbody1@uno.edu](mailto:mcbody1@uno.edu)  
Phone:

Class Preparation: It is your responsibility to read the text assignments before the scheduled classes.

1. Course Description: An Introduction to the principles and practices of contemporary selling. In this course we will explore these roles in the marketplace, the elements of a successful sales presentation, the steps in the selling process, and careers associated with personal selling.
2. Course Goal: To provide students with an introduction to the role of contemporary selling in today's business world.
3. Course Outcomes: Upon completion of this course, you will be able to demonstrate knowledge of:
  - a. A comprehensive understanding of personal selling.
  - b. An understanding of both the viewpoint of the buyer and the seller as well as personal selling throughout the marketing channels and the ability to apply appropriate selling principles to your personal and professional life.
  - c. The ability to go beyond memorization of the theories, concepts, axioms, etc. presented in the text.
  - d. A demonstrated ability to apply these theories to real life situations on quizzes, assignments, and presentations.

4. Class Calendar:

Week 1	<b>8/19/15- 8/23/15</b> Introduction to the Course Review Syllabus, Obtain Required Course Materials Register in MyLab
Week 2	<b>8/24/15- 8/30/15</b> Chapter 1 “Relationship Selling Opportunities in the Information Economy” Read pages: 4-28 Ch. 1 Lecture <b>Assignments Due:</b> Ch. 1 Quiz & Ch. 1 Video Assignment
Week 3	<b>8/31/15- 9/6/15</b> Chapter 2 “Evolution of Selling Models” Read pages: 29-46 Ch. 2 Lecture <b>Assignments Due:</b> Ch. 2 Quiz & Video Assignment
Week 4	<b>9/7/15- 9/13/15</b> Chapter 3 “Ethics: The Foundation for Partnering Relationships” Read pages 48-70 Ch. 3 Lecture <b>Assignments Due:</b> Ch. 3 Quiz & Ch. 3 Video Assignment
Week 5	<b>9/14/15- 9/20/15</b> Chapter 4 “Creating Value with a Relationship Strategy” Read pages 71-88 Ch. 4 Lecture <b>Assignments Due:</b> Ch. 4 Quiz & Ch. 4 Video Assignment

Week 6	<b>9/21/15- 9/27/15</b> Chapter 5 “Communication Styles” Read pages 89-112 Ch. 5 Lecture <b>Assignments Due:</b> Ch. 5 Quiz & Ch. 5 Video Assignment
Week 7	<b>9/28/15- 10/4/15</b> Chapter 8 “The Buying Process & Buyer Behavior” Read pages 152- 171 Ch. 8 Lecture <b>Assignments Due:</b> Ch. 8 Quiz & Ch. 8 Video Assignment
Week 8	<b>10/5/15- 10/11/15</b> Chapter 9 “Developing and Qualifying Prospects” Read pages 172- 198 Ch. 9 Lecture <b>Assignments Due:</b> Ch. 9 Quiz & Ch. 9 Video Assignment
Week 9	<b>10/12/15- 10/18/15</b> Chapter 10 “Approaching the Customer with Adaptive Selling” Read pages 200-222 Ch. 10 Lecture <b>Assignments Due:</b> Ch. 10 Quiz & Ch. 10 Video Assignment
Week 10	<b>10/19/15- 10/25/15</b> Chapter 11 “Determining Customer Needs” Read pages 223- 246 Ch. 11 Lecture <b>Assignments Due:</b> Ch. 11 Quiz & Ch. 11 Video Assignment

Week 11	<b>10/26/15- 11/1/15</b> Chapter 12 “Creating Value with a Consultative Presentation” Read pages 247- 270 Ch. 12 Lecture <b>Assignments Due:</b> Ch. 12 Quiz & Ch. 12 Video Assignment
Week 12	<b>11/2/15- 11/8/15</b> Chapter 13 “Negotiating Buyer Concerns” Read pages 271-293 Ch. 13 Lecture <b>Assignments Due:</b> Ch. 13 Quiz & Ch. 13 Video Assignment
Week 13	<b>11/9/15- 11/15/15</b> Chapter 14 “Adapting the Close” Read pages 293- 310 Ch. 14 Lecture <b>Assignments Due:</b> Ch. 14 Quiz & Ch. 14 Video Assignment
Week 14	<b>11/16/15- 11/22/15</b> <b>Sales Presentations</b>
Week 15	<b>11/23/15- 11/29/15</b> <b>Sales Presentations</b>
Week 16	<b>11/30/15- 12/6/15</b> <b>Sales Presentations</b>
Week 17	<b>12/7/15- 12/11/15</b> Final Exam Simulations 200 Points

5. **Grades/Assessment:** Your grade will be determined by your performance on Weekly Course work that consists of quizzes, individual assignments, and group assignments. The course will also include one (1) Final Exam worth 100 points each. The individual assignments will be a chapter quiz and a Sales Presentation. There will also be a chapter group assignment also worth 20 points each.

	<u>Points</u>
Quizzes	240 (14 x 20 pts)
Video Assignments	240
Presentation	200
Final Exam	200

**Totals                      880**

A- 880-792 points  
B- 791-704 points  
C- 703-616 points  
D- 615-528 points  
F- 527 points and below

#### 6. Classroom Policies

- Attendance will be taken every class to ensure that students are keeping up with the course work.
- Extra Credit Assignments are not available and will not be necessary as long as the student keeps up with their course work.
- Both cheating and plagiarism are against the student code and will not be tolerated because it is important that we maintain academic integrity.
- Please refrain from **Texting** during class because it is a disruption to the class and the teacher. If you have an emergency, please step outside the classroom.
- Cell phones must be off or on silent (not vibrate) so there are no disruptions during class.

## 7. College Policies

### ***Accommodations for Students with Disabilities***

*It is university policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are responsible for registering with the Office of Disability Services (UC 260) each semester and following their procedures for obtaining assistance. After registering with the ODS, students with disabilities are encouraged to contact their instructors to discuss their individual needs for accommodations.*

### ***Academic Integrity***

*Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to act of academic dishonesty. Refer to the Student Judicial Code for more information.*

## 8. Syllabus Disclaimer

*This syllabus is subject to change at the discretion of the instructor. The course goals, objectives and student competencies do not change.*