

MKT325 Personal Selling
Spring 2021 Online Course

Instructor: Lukas Forbes, Ph.D.

Instructor Contact: Lukas.Forbes@wku.edu

Due to the current COVID19 situation, we have modified our original course offerings and will now be offering our classes in a variety of manners. This specific class will be conducted as a 100% online course.

Please note: you will be tested on specific days (see the last day of the syllabus) and your final exam will be given on the specific day identified in this syllabus.

How to contact instructor: I would prefer that all communication for this course be conducted via email at: Lukas.Forbes@wku.edu. I will typically respond within 24 hours, but please allow some time for reply without sending multiple emails on the same topic.

Textbook: All students must use and purchase the 2018 version, 14th edition of “Selling Today: Partnering to Create Value.” This is the only edition of the book allowed for this course

Course Description and Learning outcomes: Personal Selling is a foundation course in the marketing discipline which teaches the students the basic steps in the selling process and introduces sales as a career. Learning outcomes for this course include:

1. An understanding of the role of selling within the business process
2. An understanding of buying signs and signals sent from individuals during the buying process
3. An understanding of the steps in the selling process (i.e., how to sell something from finding someone to sell to closing and maintaining business)
4. An understanding of time and territory management for a sales person
5. An understanding of ethics and its role in the sales process

How do I successfully complete this class?

1. First, read this syllabus.
2. I have broken this class up into 3 sections, with each section followed by a working paper and an exam. Chapters 1-5 (Section 1), Chapters 6-10 (Section 2), Chapters 11-15 (Section 3).
3. For each of the 3 sections, you will find the material:

- a. Each Chapter Audiotapes: This is an audio file that will be a recording of me talking about key elements of each powerpoint packet. This is a shortened version of a class lecture, in which I will focus on key points in each chapter
- b. Each Chapter Powerpoint Slides: You should read each packet of slides twice. Once before hearing the audiotope, and once after hearing the audiotope.
- c. In addition to doing A and B above, each student should read the corresponding chapter at least one time (I recommend two times)
- d. In addition to doing A and B and C above, I strongly recommend each student develop a system in which they use note cards: Each student should develop “flip cards” for each chapter’s key terms, with the term on one side and the definition on the other.
 - e. For success in this class, you should plan to do all of the above activities
4. Each section will consist of an exam covering those chapters
 - a. Exam 1: Covers chapters 1 to 5
 - b. Exam 2: Covers chapters 6 to 10
 - c. Exam 3: Covers Chapters 11 to 15
5. The 3 exams during the semester will be multiple choice/true false. The thought paper will be a 2-3 pages on a specific topic. The final exam will be a combination of multiple choice/true false AND short essay

Audiotope: In the audiotope, you will notice that I use the words “prospect” and “client” and “buyer” interchangeably when I am discussing the salesperson selling to “someone”. The term prospect in your book will always refer to a new potential customer. The term client or buyer could be referring to a new potential customer, or a current customer. All 3 of these terms are referring to the “person across the table from you that you are trying to sell to.” I use all 3 because you will hear different industries and different companies use them all and you need to get used to all of the different ways people discuss the “person across the table”.

Course Points:

Exam 1	100 Points
Thought Paper 1	25 points
Exam 2	100 Points
Thought Paper 2	25 points
Exam 3	100 Points
Thought paper 3	25 points

Final Exam 100 points

Total Class points 475 Points

A: 90% or higher

B: 80% or higher

C: 70% or higher

D: 60% or higher

F: Below 59.5%

Note: I will round up any grade from .5% or higher. So, if you get an 89.50, I will round that up to a 90 % (A). If you get an 89.49, you will receive a B in the class

Cheating and Plagiarism:

This class will adhere to the standards outlined by University Policy. Simply stated, any form of cheating is not tolerated and the student will receive an F for this course.

Make ups/Make Aheads/Do Overs/Extra Credit/Cheating

All assignments are due on the due date and at the required time. For any exam or case, there are no make ups, make aheads, or do overs. If you miss the assignment, you can not retake it or make it up. If the test is to be done by 11:59pm, that means you have to be completed by that time (it is not a start time). There will be no extra credit in this course. Any student caught cheating in the course will receive an automatic F for the course.

Technical/Software Requirements:

You need to have the ability to download and listen to Camtasia on WKU's blackboard system. You need to be able to download Microsoft office based programs (word and powerpoint). You need to have a computer with the capability to take blackboard based exams.

The following statements are required on all WKU syllabi

Student Disability Statement:

TAKEN FROM UNIVERSITY COMPLIANCE: In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. The phone number is 745

5004. Please do not request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at

https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

Course Schedule

1/19 Watch Introduction Video

1/21 Watch chapter 1 video and do chapter material

1/26 Watch chapter 2 video and do chapter material

1/28 Watch chapter 3 video and do chapter material

2/2 Watch chapter 4 video and do chapter material

2/4 Watch chapter 5 video and do chapter material

2/9 Review Material for Thought Paper 1

2/11 Turn in thought paper 1 and study 5 chapters

2/16 Exam 1 Chapters 1 to 5

2/18 Watch chapter 6 video and do chapter material

2/23 Watch chapter 7 video and do chapter material

2/25 Watch chapter 8 video and do chapter material

3/2 and 3/4 Watch chapter 9 video and do chapter material

3/9 Watch chapter 10 video and do chapter material

3/11 Review material for Thought Paper

3/16 Turn in Thought Paper 2 and study 5 chapters

3/18 Do Exam 2 chapters 6 to 10

3/23 Watch chapter 11 video and do chapter material

3/25 Watch chapter 12 video and do chapter material

3/30 Watch chapter 13 video and do chapter material

4/1 Watch chapter 14 video and do chapter material

4/6 Watch chapter 15 video and do chapter material

4/8 Review Material for Thought paper 3

4/13 Turn in thought paper 3 and study 5 chapters

4/15 Do Exam 3 Chapter 11 to 15

April 20 and April 22 Video Assignment that will appear on final exam

Final exam will be taken on 10:30am Thursday April 29th