

MKT 325 | Personal Selling Fall 2025

Instructor Information

<u>Instructor</u>	<u>Email & Phone</u>	<u>Office Location & Hours</u>
Ms. Kristin Bennett	kristin.bennett@wku.edu	CHAN #2022 270-745-3372 MW 8:30a-9a, 10:30a-11a, 12:30p-1:45p or by appointment

Class will be held in Chandler Hall 2061 (Barker Family Sales Classroom).

****THIS SYLLABUS, COURSE SCHEDULE AND ITS' CONTENTS ARE SUBJECT TO CHANGE AT ANY TIME THROUGHOUT THE SEMESTER****

Communication

I want all students to feel welcome and comfortable communicating with me regarding any questions or concerns during the semester. The best method of communication is via email. My goal is to respond within 24 hrs (M-F) to email communications.

Course Description

Students will be taught and trained on how to embark on a professional sales career upon graduation. The main objectives of this course will be to learn the “power of persuasion” and how to become an effective sales professional. We will also discuss the various roles of relationship management, expectations of sales professionals, ethics behind sales roles and how students can thrive in their future sales careers.

Attendance/Participation/Professionalism

- Prompt class attendance and participation is expected. Students are expected to read the assigned text and be ready to discuss when they enter class. Pop quizzes will be given throughout the semester. If you are absent for whatever reason on a day that a pop quiz is given, you will receive a 0 for that quiz. There will be no makeup pop quizzes.
- All assignments/exams are due on the due date. If you miss the assignment/exam, you will **NOT** be allowed to retake it unless you have a university approved excuse or doctor's excuse, provided to me **BEFORE** class begins.
- I do not offer any type of extra credit.
- Attendance will be taken at the beginning of each class. My expectation is punctuality and regular attendance. **If you are late to class, I will count you as absent.** The only exception will be that you provide me with a university approved excuse or doctor's excuse **BEFORE** class begins. In the business world, tardiness is unacceptable. The same will be true of the class. You will earn **1 point** per class for

attendance. (42 points for the semester.) My expectation is punctuality and regular attendance.

- Participation includes speaking up in class and adding to class discussions and engaging with guest speakers. In the business world, you are expected to make Impact. Impact is defined as “having a strong effect on someone or something” and I expect you to make an Impact on me, your peers and our guest speakers. I will assign these points at the end of the semester based on your Participation using the above criteria.
- You are expected to conduct yourself professionally at all times in this class. That includes a professional attitude, being on time for class, turning in assignments on time and also a professional writing style in all communications to me as well as all written work required in class. Typos, grammatical errors, and slang will cause your grade to decrease. An A paper does not consist of typos and grammatical errors. Proofread your work, don't just use Grammarly. I am preparing you for the business world in this class, and that will include your ability to communicate the written word in a professional manner.

Cheating/Misconduct

I have a zero tolerance for cheating/misconduct. If a student is caught cheating on an exam or assignment, he or she will fail the course as well as be reported to the Office of Student Conduct. Plagiarism is not allowed. Do not copy anything word for word from the internet and include in your papers or presentations. This is an automatic zero on the assignment.

Course Objectives: I will help you learn:

1. the process involved in persuading other people to buy a product or service from you.
2. the role of relationship selling and ethical behavior utilized by successful, professional salespeople.
3. the role of professional selling in today's business world and in our society.

Course Materials

Required Textbook – *Selling Building Partnerships, Castleberry/Tanner Jr, McGraw Hill, 11th Edition*

ISBN 978-1-260-68295-3

To enhance your learning experience and provide affordable access to the right course material, this course participates in the Big Red Backpack program. All students are automatically assigned this book through Big Red Backpack.

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students **MUST** carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

If you have chosen to opt out of the program, you will be asked to purchase a code to receive the materials via a notification sent to you when access is shut off.

Blackboard Access and Computer Access: This course will utilize Blackboard for all announcements, assignments, grading and general communication.

- Access to a computer so that you may access all class materials.
- Blackboard: This course will utilize Blackboard for all announcements, assignments, grading, and general communication. Please ensure you have access to this course on your Blackboard account.
- I will be using Blackboard (Bb) extensively for posting class materials (including grades), helpful links, and disseminating important information about the course to you. Please be sure to check the MKT 325 site every 48 hours for updated announcements or messages to the class. In order to receive messages and announcements, you will want to ensure the email address you have registered with Blackboard is one that you check daily.

My Expectations of you:

1. Attend class regularly and be on time
2. Read each chapter before each class when it is due, be prepared to answer questions in class and discuss collaboratively
3. Silence all electronic devices. **Absolutely no use of cell phones in class.**

Written Work

All written work must be double spaced, 12 font with 1 inch margins. You will receive automatic point reductions for a) grammatical errors and b) inappropriate or no references. You will receive an automatic zero for plagiarism. I will grade your writing assignments at a college level. If you have typos and/or grammatical errors, points will be deducted. An A paper does not consist of typos and grammatical errors. Proofread your work, don't just use Grammarly. I am preparing you for the business world in this class, and that will include your ability to communicate the written word in a professional manner.

Headers for your written work will include your Name and the Date ONLY.

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

All assignments are due on the due date at the end of class. If the assignment is not turned in at the end of class, that assignment will be considered late. You automatically drop a letter grade for each day that the assignment is late.

For Exams: Exams will be in class on the day that they are assigned. You will be responsible for bringing a Scantron and number 2 pencil to class to take the exam. There will be NO make up exams in this class. Mark your calendars and know ahead of time when exams are scheduled. Work is not an excuse to miss an exam.

For Presentations: If you do not show up on the day of a presentation, you will receive a 0 for that assignment. There will be no makeups, make aheads or do overs for any of your presentations. There is no option to record it on an Iphone or Laptop. Dress professionally for your presentations. If you cannot present on the day that your presentation is assigned, it is up to you to switch with another student. I will not reschedule presentations.

Appearance is important when you are presenting, just as it is in the business world. You will receive an automatic 10% grade deduction off the top of your presentation score if you come to class on Presentation day dressed in sweats, shorts, a tshirt, basically anything that is not business casual.

Opportunities for Points

Introductory Presentation	20 Points
Rapport Presentation (Buyer -5 and Seller - 30)	35 Points
Personality Types Paper	10 Points
Mini Presentation	10 Points
Role Play Presentation	40 Points
Needs Id Exercise	15 Points
Steps in the Sales Process Essay	10 Points
Sales Outline	20 Points
3 Pop Quizzes @ 10 points each	30 Points
Exams 3@ 100 points each	300 Points
Final Exam Cumulative*	100 Points
Attendance Points	42 Points
Professionalism Points	10 Points
Participation Points	10 Points
	552 Points Total

*Final Exam optional to replace lowest exam score

Grading Scale

90%-100%	A	Excellent
80%-89%	B	Good
70%-79%	C	Average
60%-69%	D	Below Average
Below 60%	F	Poor

To receive an A in this class, you are expected to prepare for class, attend class, participate in class discussions, turn in work on time and give presentations that would be expected in the business world. My goal is to prepare you to utilize methods taught in this class to know how to professionally sell a product or service.

I do not round up grades at the end of the semester unless you are within .5 points of the next grade up. Please do not email me at the end of the semester to ask me to round up your grade. Your grade should reflect the amount of effort that you put into the class.

Sundown Rule – you have one week from the time grades are posted on Bb to inquire about a specific grade

Additional Information and Resources

ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Pregnant and Parenting Students

Western Kentucky University does not discriminate against any student or exclude any student from its educational programs or activities, including classes or extracurricular activities, on the basis of pregnancy and/or pregnancy-related conditions such as, but not limited to, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom. Students who seek pregnancy or pregnancy-related accommodations should make their requests as soon as possible via WKU's Title IX Website at www.wku.edu/titleix/ under the heading, "Pregnancy or 5 Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at ena.demir@wku.edu or by phone at (270) 745-6867 to request accommodations or seek assistance. We encourage students and faculty to work together to establish a plan that allows the student to complete the class and coursework without jeopardizing academic integrity and course standards. The Title IX Coordinator can help facilitate conversations between students and faculty regarding appropriate and reasonable accommodations.

If you are a WKU student and believe that you have experienced an incident(s) of discrimination or harassment based on pregnancy (or pregnancy related conditions or issues), please report it to the Title IX Coordinator via email at ena.demir@wku.edu or by phone at (270) 745-6867. Additional resources for pregnant and parenting students can be found on WKU's Title IX Website at www.wku.edu/titleix/.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) and [Discrimination and Harassment Policy](#) (#0.2040). 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX

Investigators or Michael Crowe, 270-745-5429. 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.



[Sexual Assault Resources](#)

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students’ capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU’s Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745- 2548.

Artificial Intelligence Policy

As we all learn how to best navigate the rise in and accessibility of artificial intelligence (AI) generators such as ChatGPT and Dall-e, you might consider some of the following options as ways to address how you would like students to utilize (or not) AI tools in the classroom. Please feel free to tweak these statements to best suit your course and teaching philosophy.

AI tools prohibited:

Artificial intelligence (AI) tools are not permitted for any type of work in this class. If you choose to use these tools, your actions will be considered academically dishonest and a violation of the [WKU Student Code of Conduct](#).