

# **MKT 425-M70 | Advance Personal Selling |**

**Summer 2025**

## **Contact Information**

<b>Instructor</b>	<b>Email</b>	<b>Phone</b>	<b>Office Location</b>	<b>Office Hours</b>
<b>Mr. Jeffrey Peake</b>	jeffrey.peake@wku.edu	682.710.1413	N/A	Available By Appointment <a href="https://calendly.com/jeffrey-peake/15min">https://calendly.com/jeffrey-peake/15min</a>

## **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 hours (M-F) to any email communication.

All announcement will be made through Blackboard. It the student's responsibility to monitor Blackboard for communication regarding assignments, class meetings, etc.

## **Course Description:**

This course is designed to be culminating class for sales majors and minors, or other students taking multiple sales classes. This is an application-based course. This means you apply what you have learned in previous classes in this course

Therefore, this is not a typical class like most others at WKU. You will interact, talk, participate and do other things that you might not be comfortable with. The goal is for you to experience these activities in order to better prepare you for your career. You will learn in this class from not only "doing" but also "watching."

When you leave this class, you will have the necessary skills to excel in an entry level sales job.

## **Course Objectives:**

1. To expose students to a variety of career fields within sales
2. To apply the knowledge learned in MKT 325 in a role-play setting
3. To apply knowledge learned in MKT 325 in an external, real-world assignment
4. To develop skills necessary to immediately begin an entry level sales job in a business environment upon graduation
5. To gain an understanding of ethics involved in a sales career

## **Elements of this course:**

This course has three basic things that we are trying to do:

1. Teach you to how communicate
2. Teach you how to sell

3. Teach you how to take the things you have learned in college and apply them in your professional career.

### **Required Textbooks:**

"Virtual Selling" Jeb Blount.

### **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.

### **Course Materials:**

Students are responsible for watching assigned videos and presentations. Recorded videos and supplemental material are all eligible to be on an exam or assignment.

### **Software**

- Access to a computer and email that you check regularly.
- 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 425 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.
- We will be utilizing "Go React" in this class for peer review. The link below will take you to the signup page. The cost is \$31.99 per semester.

### **MKT 425 | Online**

<https://app.goreact.com/dashboard/auth/login?course=91d0c2d7-c409-4d23-adfb-4f546a2723a1>

### Professionalism, Participation, Cell Phone and Laptop Policy:

- Professionalism is a critical component of your career. As such, it is an important component of this course. In fact, the National Association of Colleges and Employers found in a recent survey that professionalism and work ethic was at the top of qualities and professional competencies that were essential to workplace success. Given that, I think it's important that we work on key elements of professionalism:
  - Take initiative to solve problems:
  - Manage your time to produce quality work by deadlines: Make sure you have your work done in sufficient time to use spellcheck, re-read, and still make the deadline. Work to ensure your submissions exceed expectations. Ask questions if you have them well ahead of the deadline.
  - Demonstrate integrity: Be accountable for your work, behaviors and actions. Exhibit high ethics at all times.
  - Be resilient: Develop and/or exhibit coping skills to manage setbacks and challenges with a positive attitude.
  - Communicate effectively: Exhibit professional online, face-to-face, and interpersonal communication skills.
- Blackboard discussion boards may also be used to assess participation
- Students are expected to conduct communication, verbal, written, and electronic, in a professional manner. Instructors, co-instructors, and guests should be addressed with their professional title, (unless permission is given otherwise) and treated courteously. Address recipients of electronic communication professionally (e.g., Dear Mr. Johnson; write in a respectful tone; be professional; use proper grammar, punctuation, and spelling.) Finally, proofread your message before you hit the "Send" key.
- Appropriate and complete evaluations of other students via GoReact is also required.
- **Within the Blackboard Platform, you will need to download the Respondus Lockdown Browser. Exams will be administered using the Lockdown Browser and Monitoring.**

### Grading Structure:

- |     |                |           |
|-----|----------------|-----------|
| • A | 90% or higher  | Excellent |
| • B | 80% or higher  | Good      |
| • C | 70% or higher  | Average   |
| • D | 60% or higher  | Poor      |
| • F | lower than 60% | Failing   |

Note: I will round up on the half-percent. If you have an 89.50%, you will receive an A. If you have an 89.49%, you will receive a B.

### Graded Assignments

- |   |    |
|---|----|
| 1. Respondus verification Assignment                      | 5  |
| 2. Exam #1  | 50 |
| 3. Exam #2 – Virtual Selling / Story of Sales /Interviews | 50 |

4. Role Play with Student Partner – You select best	100
5. Role Play as Seller to Outside Buyer	100
6. Sales Plan Outline	15
7. Student Role Play Critique	15
8. Professional Introduction Video	5
9. Final Exam (optional)	50

**\*\*optional final replaces lowest test score\*\***

### **Total Class Points**

**\*\*All course assignments subject to change at instructor's discretion**

**\*\*Sundown Rule:** You have one week from the time grades are posted on Bb to inquire about a specific grade.

### **Written Work:**

**All written work must be double spaced, 12 font, times new roman font, with 1-inch margins.**

**Each written assignment must include your name and page number in the footer.** You will receive automatic point reductions for:

- grammatical errors
- unprofessional appearance
- inappropriate or no references
- work that is not stapled (do not binder or paperclip assignments; do not put work in a folder)
- **Failure to follow written work guidelines.**

### **Exam / Quiz Rules:**

All exams will be administered through Blackboard. **Within the Blackboard Platform, you will need to download the Respondus Lockdown Browser. Exams will be administered using the Lockdown Browser and Monitoring.**

**Any student caught during an exam possessing a cell phone, AI glasses, camera, recording device, watch, etc... will receive a 0 for that exam. NO EXCEPTIONS.**

### **Make ups/Make Ahead/Do Overs/Extra Credit/Cheating**

All assignments as due by the deadline specified in Blackboard. You automatically drop a letter grade for each day that an assignment is late.

For presentations, if you do not show up on the day of presentation, you will receive a 0 for that assignment. There are no make ups, make ahead, or do overs for any of your presentations including your role play. There is no option to do it at home or record it on your iPhone. There will be no extra credit in this course.

Any student caught cheating in the course will receive an automatic F for the course.

## **Final Exam**

The final exam in this course is optional. It will be taken on the date required by University Guidelines. All students who choose to take the final exam must take the final exam on the date indicated in the syllabus (and required by WKU) unless they have a university-related excuse. There are no make-ahead or make-ups of any assignment including the final exam. Changes to final exam format are at the discretion of the instructor

## **ADA Accommodation**

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](mailto: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.

## **Title IX/Discrimination and 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, 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.

## **WKU Counseling and Testing Center**

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.

## **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/](http://www.wku.edu/titleix/) under the heading, "Pregnancy or Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at [ena.demir@wku.edu](mailto: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](mailto: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/](http://www.wku.edu/titleix/).

**\*\*This document is tentative and can be adjusted at any point during the semester at the instructor's discretion. Students will be notified of any changes. \*\***