<u>Online Course Syllabus</u>

<u>Course:</u> Principles of Selling - MKT 1102-OL76

Semester: Spring 2019

1. <u>Instructor Information</u>:

Professor: Sheila Jones, Adjunct Professor
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Telephone (personal): (917)539-3950
Business Department Telephone:(718)260-5773
Location: Namm Building - Room N1012
(Note - as an Adjunct Professor here at NYC Tech, I am not at the College on a daily basis nor do I have an office at the college and thus the best way to reach me is via email)

2. <u>Course Description:</u>

This is an introduction into personal selling/sales, an important element of Marketing. This course covers the principles of personal selling as a business activity performed by salespeople. The principles of personal selling is applicable and relevant to professional and personal settings. Regardless of career path, personal selling skills will be very useful, as you will be presented with opportunities, on a daily basis to use the knowledge gained from this course. Specific topics include planning and making sales calls, strengthening sales presentations and ethical and legal issues in selling.

3. <u>Required Reading Material</u>:

The Power of Selling by Kimberly K. Richmond
Publisher: Saylor Academy (Year 2012)
ISBN: 978-1-9361260-0-2

This textbook (actually it's an e-book) is what is considered an open source textbook, which students can download for free. This is the link to the textbook - you can open and save it as a PDF document or view it online:

https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=42

(Saving it as a PDF is the preferred method. Also, I put the PDF version of this textbook is in Blackboard under Course Information section)

4. Course Organization and Instructional Methodology:

This is a fully online course with no required class sessions at the College. In this course we will use Blackboard. Blackboard is CUNY's web-based, course management system that professors use to present their course materials online. In Blackboard, students will be able to review and submit assignments, view documents and videos, interact with the professor and other students through the Discussion Board, see class announcements, take tests and access grades. (Note that many other colleges in the United States and in other countries also use Blackboard). **Here is a link to City Tech website with info on using Blackboard and other technologies**: http://websupport1.citytech.cuny.edu/bb9student_videos/logging_in/logging_in.html

5. Technology Requirements:

Since this is an online course, You are required to log into Blackboard regularly and thus will need:

- CUNY Portal ID and Password (CUNYFirst ID) - You need an ID and Password to access the course in Blackboard. We use Blackboard extensively in this course. It is your responsibility to ensure you have a CUNY Portal ID (CUNY First) and Password and that they are working.

- City Tech E-mail address - We must be able to communicate via e-mail. It's your responsibility to ensure that your City Tech e-mail is working. When I send e- mails to students, I generally will send them to your City Tech e-mail (or whatever e-mail address City Tech has listed for you). But if necessary, I will send e-mails to an alternate e-mail address that you provide me. You should check your City Tech e- mail regularly throughout the semester. **Here's a link to a video clip on how to update your email in Blackboard:**

    http://websupport1.citytech.cuny.edu/bb9student_videos/email/email.html

- Regular access to a computer with reliable Internet connection - You need the Internet to use Blackboard, for text chat sessions and to do Internet research on course topics. If you do not have access to a computer, there are computers in the computer labs at the College that you can use.

- Familiarity with using documents in MS Word, PDF, Adobe and PowerPoint and able to navigate the Internet to use e-mail, including opening and sending attachments, and download files. Also, some assignments will be of video clips from YouTube or other online video sites.

6. Learning Objectives:
- To introduce and study key concepts in personal selling
- To understand the function of personal selling in marketing and in business operations
- To learn successful strategies for personal selling - through studying different selling techniques, Internet research, sales presentations and other materials

7. <u>**Student Learning Outcomes**</u>: Upon completion of this course, students should:

- Have a better understanding of personal selling and sales, its terminology and its importance in marketing and business operations
- Be able to prepare and present sales calls and sales presentations
- Be aware of the jobs and careers in the sales profession throughout many industries

8. <u>**Class Schedule**</u>: The class week for this fully online class is **7 days and will run from Monday - Sunday … except for the 1st week (Week # 1) and the last week (Week # 16) which each runs 10 days instead of the normal 7 days.**

Let me explain what I mean by a 7 day week running from Monday - Sunday: If this class was held in the traditional classroom setting (as opposed to being held online), we would probably meet twice a week at the college on Tuesdays and Thursdays at 6 pm. But since this is an online course, we will not be meeting at the college … AND instead, we will meet in Blackboard online (utilizing such Blackboard features as Announcements, Course Information, Course Documents, the Discussion Board and Videos).

And so our weekly class schedule will run 7 days, from Monday - Sunday, except for the first and last weeks …. so for the Spring 2019 semester, the 1st week of class is longer than 7 days - it's 10 days and will run from the first day of the Spring semester, Friday, January 25th - Sunday, February 3rd. Then the 2nd week of class will run the normal 7 days - from Monday, February 4th - Sunday, February 10th; the 3rd Week will run 7 days from Monday, Feb. 11th - Sunday, Feb. 17th and so forth until the 16th and final week of this class, which runs 10 days - from Monday, May 13th - Wednesday, May 22nd.

Therefore since you are not physically coming to NYC Tech to attend sessions, You must access Blackboard regularly during each week in the semester to view and submit class assignments, read and post to the discussion board, view announcements, etc. The midterm, final exam and any other tests I may give will also be done online through Blackboard.

This is the course schedule for the Spring 2019 semester

Week	Topics	Assignments
Week 1: **Friday, January 25th** **- Sunday, February 3 r d**	*Introduction to Course, including using Blackboard *Chapter 1 - Overview of Selling	***See the Assignments section in Blackboard**

Week 2: **Monday, Feb. 4th - Sunday, Feb. 10th**	*Chapter 2 - Careers in Sales	***See the Assignments section in Blackboard**
Week 3: **Monday, Feb. 11th - Sunday, Feb. 17th** (No class on Feb. 12th - College Closed: Lincoln Holiday)	*Chapter 3 - Building Relationships - Adaptive Selling	***See the Assignments section in Blackboard**
Week 4: **Monday, Feb. 18th - Sunday, Feb. 24th** (No class on Feb. 18th - College Closed: Presidents Holiday)	*Chapter 4 - Business Ethics	***See the Assignments section in Blackboard**
Week 5: **Monday, Feb. 25th - Sunday, March 3rd**	*Chapter 4 - Business Ethics	***See the Assignments section in Blackboard**
Week 6: **Monday, March 4th - Sunday, March 10th**	*Chapter 5 - Effective Communications	***See the Assignments section in Blackboard**

Week 7: **Monday, March 11th -** **Sunday, March 17th**	*Chapter 6 - Understand-ing the Customer	***See the Assignments** **section in Blackboard**
Week 8: **Monday, March 18th -** **Sunday, March 24th**	*Chapter 7 - Prospecting and Q u a l i f y i n g - Identifying Your Customers	***See the Assignments** **section in** **Blackboard**
Week 9: **Monday, March 25th -** **Sunday, March 31st**	*Chapter 7 - Prospecting a n d Q u a l i f y i n g - I d e n t i f y i n g Y o u r Customers ***Midterm Exam (Note:** **The date of midterm** **e x a m i s s u b j e c t t o** **change)**	***See the** **Assignments section** **in Blackboard**
Week 10: **Monday, April 1st -** **Sunday, April 7th**	*Chapter 9 - The Approach	***See the** **Assignments section** **in Blackboard**

Week 11: **Monday, April 8th Sunday, April 14th**	*Chapter 9 - The Approach	***See the Assignments section in Blackboard**
Week 12: **Monday, April 15th - Sunday, April 21st** (No classes Friday, April 19th - Sunday, April 28th :	*Chapter 10 - The Presentation	***See the Assignments section in Blackboard**
Week 13: **Monday, April 22nd - Sunday, April 28th** (No classes Friday, April 19th - Sunday, April 28th : Spring Recess)	*Chapter 10 - The Presentation	***See the Assignments section in Blackboard**
Week 14: **Monday, April 29th - Sunday, May 5th**	*Chapter 11 - Handling Objections	***See the Assignments section in Blackboard**
Week 15: **Monday, May 6th - Sunday, May 12th**	*Chapter 12 - Closing The Sale *Chapter 13 - Follow-Up	***See the Assignments section in Blackboard** ***Information to review for Final Exam will be Provided**

| Week 16:

Monday, May 13th -4th -
Wednesday, May 22nd
(No Class on Wed. May 15th - Reading Day)

(Final Exam will be held during this period) | *Chapter 14 - Learning the Ropes
*Chapter 15 - Entrepreneurial Selling

*FINAL EXAM | |

9. **How to Contact the Professor:**

E-Mail: sjones@citytech.cuny.edu

I am an Adjunct Professor here at NYC Tech. I teach at the College part-time and am not at the school on a daily basis nor do I have an office at the college. The best way to reach me is via email. I will generally respond to your e-mail questions within 24 - 72 hours.

Telephone: (917)539-3950
This is my personal cell phone number. I give you this number in case there are occasions you are unable to reach me via e-mail me or if an emergency arises -. you can call or text me. However, remember that in general, e-mail is the best way to reach me. And If you can't reach me at my City Tech email, contact me at my gmail account - **Professorsbjones@gmail.com**

Virtual Office Hours: Because this is a fully online course, I will have virtual office hours - this means that on selected day(s) and time(s) each week, you will be able to meet with me online via text and/or live chat. The virtual office hours can be done with all students at same time or on an individual basis. A couple of weeks after the semester starts, I will let you know the day(s) of the week and time(s) of the virtual office hours.

Also, I will give you instructions for participating in the virtual office hours (text and live chat sessions). Note that these text and live chat sessions are generally not mandatory - but if a session is mandatory, I will let you know in advance. And if necessary, you can make an appointment to talk to me over the telephone or at the College - if you are unable to participate in the virtual office hours. Remember - You can always e-mail me if you have any questions.

10. Keys to Online Class Success include:

• Having easy and reliable access to a computer with an Internet connection.
• Carefully read the entire syllabus.
One immediate difference you will find with online courses compared to in-class courses is the syllabus. While a syllabus for an online course has similar components as that of an in-person class, the online syllabus is usually much longer (can run several pages and has

much more details in it ….. as you can tell with this syllabus). **You should Read this Syllabus carefully and Print it to have handy for reference.**

• Familiarize yourself with the Blackboard environment - how to navigate it, what the various course areas contain, how to submit assignments and posting to the Discussion Board. Each semester, NYC Tech provides workshops for students on navigating Blackboard.
• Have respect for the work and time demands of your "online" class - as you would for any of your "traditional, at school" classes.
• Have respect for the challenges of managing your time and then making time to do your online class work
• To stay on track throughout the course, regularly review the Announcements and Assignments sections of Blackboard and check your e-mail for messages.
• Accept that excuses for not getting work turned in on time are no more acceptable than in "in-person" classes.
• Know that if you are having technical difficulties, seek help as soon as possible to resolve the problem. Remember. You can always use the computers at the college if you run into computer problems. Also, let me know if you are having computer issues that is causing a delay in your submitting assignments timely … so we can discuss alternate ways for you to submit assignments until your computer issues are resolved.
• Know that it is not acceptable to tell me that the reason for not completing an assignment is because you did not know how to do something in Blackboard:

The College offers workshops in navigating Blackboard (see Section 12 in this syllabus) and under the Course Information section of Blackboard, there is a student tutorial on Blackboard that you can refer to. In addition, during the first two weeks of the semester - the assignments I give are designed to help you become comfortable actually using Blackboard to view and submit your assignments.

…… Keep Up With Your Work! It's Very Easy To Fall Behind …..

11. Navigating Blackboard:
The best way to get used to using Blackboard … is to just start using it. Students are required to login to Blackboard periodically during the week (e.g. three to four times a week). On the left side (at top) of Blackboard, you will see a menu listing several features. (Note that the features and their names can vary - Professors can adjust these for their individual classes.) The features I tend to use the most (and the ones you should become familiar with) include:

• **Announcements** - Under this section, you will find Announcements I post about the class (i.e., updates about assignments, test information, changes in the course, class news, etc.) Each time you log onto Blackboard for this course, the Announcements page will appear first. You should check for new and/or updated Announcements each time you log onto Blackboard.

- **Course Information** - Under this section, you will find general information such as the syllabus and instructions for using Blackboard.
- **Assignments** - Under this section, you will find assignments you are required to do for each class session. Most assignments will be graded.

Note: that I will try to post Assignments one or two weeks in advance (i.e., assignments for Week 5 could be posted during the 3rd or 4th week of the semester).

…. I do this to give you a head start in completing assignments but note that the assignments are subject to change - And that is why it's important that you Read the Announcements and Assignments sections for this course on a regular basis and check your e-mail.

- **Course Documents** - Under this section, you will find various course documents that are necessary to help you complete your assignments. Examples of items found under this section include case studies and articles on personal selling and selling-related topics.
- **Discussion Board** - The Discussion Board is a tool for sharing thoughts and ideas about class topics. Under the Discussion Board are forums. The forum is the way the professor organizes a discussion into different topics. In a Discussion Board there are threads and posts. A thread is the initial post and the entire series of replies to that post within a Discussion Board forum – threads are created by the professor to represent the different conversations that occur in a forum. A post is a Discussion Board entry students make to respond to a thread. Threads grow as users respond to the initial and subsequent posts. For specifics about how your postings to the Discussion Board will be graded is listed in this syllabus under 'Homework Assignments'.
- **Videos** - Under this section, you will find video clips on the various topics in supply chain management.
- **Tools** - Here you can access 'MyGrades' tool - where you can view the grades you've received on assignments and tests.
- There are also tools called 'Collaboration' and 'Blackboard Collaborate' - where the class can have text chat sessions and live chat sessions (in a virtual classroom). We may use Collaboration and Blackboard Collaborate later, as the course progresses. You can also access Blogs and Journals under Tools – we may use these features later in the course as well.
- **Homepage** - In this section, you will find general information about the class (i.e., due dates).
- **Help** - In this section, you can access an online Blackboard Help for Students in navigating Blackboard. (This can also be accessed under the Tools section)

12. **<u>Student Workshops</u>** - The College offers workshops to assist students in Blackboard and online courses: Most are Walk-ins …so No Registration is Required. This is a link to the City Tech website with up-to-date information on student workshops: http://websupport1.citytech.cuny.edu/workshops.html

Two of these workshops for the Spring that will be useful for this online class are:

(a) **Student Blackboard and CUNY portal -** This workshop gives students basic instruction in how to get the CUNYFirst ID and use Blackboard for class assignments:

Dates	Times
Monday, Jan. 28th	10am - 11am
Wednesday, Feb. 6th	11am - 12pm
Thursday, March 7th	12pm - 1pm

Walk-in, no registration required. **Location G-604**

(b) **Student Collaborate Ultra -** This workshop will cover how students can participate in an online course and communicate with the instructor and fellow classmates, using a microphone, webcam, or text chat:

Dates	Times
Monday, February 11th	10am - 11am
Tuesday, March 5th	1pm - 2pm

ONLINE: Registration required - To register, email itec@citytech.cuny.edu

(NYC Tech also offers student workshops in ePortfolios for Academic and Career Advancement, Microsoft Office Word and Excel - basic and advanced and PowerPoint and Student Turnitin. For more details, go to the above link).

13. **Assignments:**

Most of the Assignments will consist of completing exercises (i.e., writing answers to questions from textbook readings, Internet research and other reading materials), preparing analysis for case studies and posting responses to the Discussion Board. In doing the written assignments, You should formulate responses in your own words …. Do Not merely copy answers from the reading materials.

We will use the Discussion Board frequently in this online course. Since we do not meet in a traditional classroom for this online class, the Discussion Board is an important tool in Blackboard for students to exchange ideas with each other and the professor. You will have assignments where you must 1) post responses to my questions on the Discussion Board and 2) post comments and give feedback to responses and postings made by the Professor and your classmates … therefore You must read other posts (posts that were posted before and after your posts).

Your responses (i.e., postings) build on one another to construct a conversation. **This is why it is important and necessary to continuously read postings …. So you can see what is being said subsequent to the post(s) you submitted.** You should check the Discussion Board each time you log onto Blackboard – to check for new questions you must post responses to; to read the postings of others and to view comments made to your postings from me and your classmates.

Most of your Postings to the Discussion Board (Your comments and responses) will be graded. I will assess your comments and responses. As follows:

- Full Points – given for those postings that integrate multiple viewpoints and weaves together class lectures, readings, and other students' postings into their discussion of the subject.
- Most Points – for postings that build upon the ideas of another student and digs deeper into the question(s) posed by the professor.
- Some Points – for a single posting that does not interact with or incorporate the ideas of other students' comments.
- Minimum Points – for a simple "me too' type comment that neither expands the conversation nor demonstrates any degree of reflection by the student.
- 0 Point - when no posting or comment is made to question asked.

For example of how this works - let's say that I pose a question (worth up to 25 points) on the Discussion Board that asks you to post your opinions on something and for which you are to also give the reason(s) for your opinion. In addition, the question asks you to comment on the posts of other students:

- 25 points (out of 25 points) will be assessed to the student whose post is clear, answers the question completely, etc., (as described above under 'Full Points').

- 18 - 24 points (out of 25 points) will be assessed to the student whose post mostly answers the question (as described above under 'Most Points').

- 12 - 17 points (out of 25 points) will be assessed to the student whose post is described above under 'Some Points'.

- 1 - 11 points (out of 25 points) will be assessed to the student whose post is described above under 'Minimum Points'.

- 0 Point - will be assessed when no posting has been made by student (as described above under '0 Point'). This equates to not turning in an assignment and getting a grade of zero (0).

SAVE COPIES OF ALL ASSIGNMENTS BEFORE YOU SUBMIT

Due Dates for Assignments:

Generally, assignments will be due at the end of the class week - on Sundays. This means that you can submit the assignment(s) at any time during that class week … as long as it is no later than on Sunday of that class week.

In the instructions for each assignment, it will tell you when the assignment is due - but in general, assignments will be due on Sundays.

For example, let's say for Week 2 (which runs from Monday, Feb. 4th - Sunday, Feb. 10th), I give the class two assignments: The 1st assignment is to post a response or comment on the Discussion Board to a question I've asked about jobs in personal selling and the 2nd assignment is to submit answers to questions from the textbook - by uploading your completed work directly to Blackboard. Since Week 2 ends on Sunday, Feb. 10th, You would need to submit those 2 assignments anytime between Monday, Feb. 4th and Sun. Feb. 10th. You could submit the assignments on say, Tuesday, Feb. 5th at 1pm, on Saturday, Feb. 9th at 3am or on Sunday, Feb. 10th at 11:30pm …. as long as it's submitted by midnight on Sunday, Feb. 10th. And you can submit both assignments at the same time or on different dates and times.

Assignments Not Submitted or Submitted Late: You will receive a score of '0' for any assignment not submitted. In general, I will accept assignments submitted late … **but you may lose points for late submissions. Also, I will let you know if I will not accept late submission of a particular assignment.**

How You are to Submit Assignments: Assignments are to be submitted via:

a) Posting your responses or comments to the Discussion Board. Look at the Help feature of Blackboard for guidance on how to post to the Discussion Board.
b) Uploading your completed assignment directly into Blackboard. Under the Course Information section, you will find instructions on how to upload assignment directly into Blackboard.
c) E-mailing the written assignment to me - using our City Tech e-mail addresses. You can e-mail me from outside Blackboard or within Blackboard. To e-mail me from within Blackboard (where you can also attach assignments), click on Tools from the course menu and then select Send Email. (Remember to come back to this Tools feature to check for emails that the professor or other students may have e-mailed you from within Blackboard). E-mails can also be sent to my personal e-mail (the Gmail account), if necessary.

In the instructions for each assignment, I will let you know which of the above method to submit the assignment. Also, any assignments that you are attaching to e- mails or are uploading to Blackboard, they preferably should be in Word or PDF.

SAVE COPIES OF ALL ASSIGNMENTS BEFORE YOU SUBMIT

14. **Grading of Assignments:**

Generally, assignments will be graded within one week after its Due Date. Blackboard allows you to check the grade you received on an assignment you've submitted (via uploading to Blackboard or posting to a Discussion Board forum). Instructions for checking your grades in Blackboard can be found under the Course Information section.

If there is a green exclamation mark next to the item in the Grade Center - that mean that the assignment has not yet been graded. When I have graded your assignment, your grade will appear in place of the exclamation mark. Contact the professor if you have any questions about your grades or the status of an assignment you've submitted.

SAVE COPIES OF ALL ASSIGNMENTS BEFORE YOU SUBMIT

15. **What You should do if the Blackboard website goes Down (or there are emails problems)**

If Blackboard goes down temporarily; we will still be able to continue this course. **Please do some advance preparation Now …. Just in case Blackboard goes down during the semester**. For example:

- You should print out the various documents from Blackboard or save it to the hard drive on your computer or on your thumb drive. As examples, you should print out the Syllabus, course documents and assignments and/or save it elsewhere ……. This way, if Blackboard is not working - you will still be able to continue work on lessons and assignments.

- You should also get into the habit of Saving and Keeping a Copy of Every assignment before You Submit them - either print the assignment or save it on hard drive or thumb drive … in case there are any computer issues, You will have a backup copy of that assignment to re-submit.

- If Blackboard stops working temporarily, you can send me assignments, questions, etc., using e-mail. You should first try to send me any questions or e- mails using our City Tech e-mail accounts. But if there are problems with the City Tech e-mail…then you should send assignments, etc., from other e-mail address you have (and you can send them to my personal e-mail).

16. **Examinations:**

There will be both a Midterm Exam and a Final Exam.

17. **Grading and Evaluation:**

Your grade in this course will be determined as follows:

• Exercises   25%

(approx. 10 - 15 assignments = 1,000 - 1,500 points)

• Online Participation (Discussion Board)   25%

(approx. 10 assignments = 1,000 points)
- Special Assignments/Projects   25%
  (approx. 4 assignments = 400 points)
- Exams (Midterm and Final = 200 points)   <u>25%</u>
                                              100%

All the above work (i.e., exercises, Discussion Board assignments, case studies, special assignments and tests) total up to a maximum of approximately 2,525 points. The points will convert to letter grades, as follows:

A	93 -100
A-	90 - 92.9
B+	87 - 89.9
B	83 - 86.9
B-	80 - 82.9
C+	77 - 79.9
C	70 - 76.9
D	60 - 69.9
F	59.9and below

18.**<u>How Attendance will be Tracked and Measured:</u>**

Your attendance will be tracked and measured based on submitting homework assignments and postings to the Discussion Board forums and the timeliness of these submissions and postings. Just because we will not meet physically in the traditional classroom - Your attendance will still be monitored in Blackboard. For example, not posting to the Discussion Board or not submitting an assignment (or submitting them past the deadline date) is equivalent to being absent from class (or being marked late). Excessive absences and/or latenesses will negatively affect the grade you receive on that assignment and the final grade you will receive for the course. **I will monitor your attendance through your work and participation in Blackboard**.

19. **<u>Online Class Participation</u>:**

Online participation is expected from All Students. Online participation includes logging into Blackboard and reading the assignments, posting responses to the Discussion Boards, chat sessions and Blog postings, etc. You will be evaluated both on the quality of your responses (i.e., your understanding of readings and concepts) and quantity of your participation (i.e., the number of time you participate meaningfully in the assigned Discussion Board forum).

Meaningful participation in online discussions is one that is relevant to the content, adds value and advances the discussion. Comments such as "I agree," "Ditto" or "the same" - are not considered value-adding participation. Therefore, when you agree or disagree with a classmate or information in the reading material, etc., - You must provide specifics for why you agree or disagree. Details regarding how I will grade your Discussion Board responses are shown above in the section for Assignments.

20. <u>CUNY Policy on Academic Integrity</u>:

Academic dishonesty is prohibited in the City University of New York, including at NYC College of Technology. Examples of academic dishonesty include cheating and plagiarism, including Internet plagiarism. Cheating is the unauthorized use or attempted use of material, information, devices or communications, etc., during an academic exercise. Plagiarism is the act of presenting another person's ideas, research or writings as your own. Penalties for academic dishonesty include academic sanctions, such as failing or reduced grades, and/or disciplinary sanctions, including suspension or expulsion. See City Tech's College Catalog for further details on Academic Integrity.

21. Note - This syllabus provides a general plan for the course. However the topics, assignments, tests, dates, etc., are subject to change as deemed necessary. Make it a practice to regularly check Blackboard for updated class assignments and other class information.