



# Abraham Baldwin

## AGRICULTURAL COLLEGE

*A State College of the University System of Georgia* TIFTON, GEORGIA

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Course Name: Personal Selling

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Course Number: MKTG 2177

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An introduction to personal selling, concentrating on persuasive oral communication skills and relationship selling as applied to marketing and sales. The course also investigates related topics such as buying motives, market segmentation, development of product information, and sales research. The course is not only designed to develop personal selling skills but to aid in the development of personal persuasive abilities that can be of value in any individual's personal and professional life. The concepts and practices studied can also help individuals become more informed consumers by making them aware of the sales techniques to which they will be exposed throughout their lives.

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Pre-requisites/Co-requisites: READ 0099, if applicable

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#### Course Learning Outcomes:

1. Demonstrate an understanding of the various types of sales presentations.
  2. Identify the various elements of the marketing mix and their relationship to each other.
  3. Demonstrate an understanding of sound prospecting and lead follow-up techniques.
  4. Demonstrate an understanding of the legal and ethical issues related to personal selling.
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College Policy on Class Attendance: Courses at Abraham Baldwin Agricultural College are provided for the intellectual growth and development of students. To attain maximum success, students must attend all their classes, be on time, and attend all scheduled course activities including, but not limited to, field trips, seminars, study sessions, individual conferences, and lectures. This interaction with instructors and other students is an important element of the learning process, and a high correlation exists between class attendance and course grades. A student must understand the importance of regular participation in classroom and laboratory activities. The absence of any student affects not only his or her performance but the performance of the class as a whole. Absence from class, for whatever reason, does not excuse a student from full responsibility for class work or assignments missed. Students must accept this responsibility.

Instructors will keep accurate attendance records and must report the individual number of absences with midterm and final grades. Students whose number of unexcused absences is more than twice the number of class meetings per week (the equivalent of two weeks of instruction) will receive a grade of "F" for the course. Fewer absences than

twice the number of class meetings per week may result in grade penalties at the discretion of the instructor. Specific attendance requirements applying to labs, clinics, accelerated classes or Learning Support will be adapted to the unique situation by the appropriate division. Final determination of what constitutes an excused absence rests with the classroom instructor. In implementing this policy, faculty will not include in a student's unexcused absences those absences incurred due to authorized and approved college sponsored events (or in the case of joint-enrollment students high-school sponsored events) in which the student represents the institution as part of a group or under the direct supervision of a faculty or staff member.

Whenever a student is absent, whether for official or personal reasons, the student must assume responsibility and provide notice to the instructor, preferably in advance, for making arrangements for any assignments and class work missed because of the absence. However, final approval for make up work remains with the individual instructor.

A student who stops attending class without officially withdrawing from the course is subject to this attendance policy and will receive a grade of "F" for the course.

At the beginning of each semester, instructors will explain clearly to their students specific attendance requirements (including possible penalties). Additionally, they will publish the attendance policy on their syllabi and web-sites.

A student penalized for excessive absences may appeal through the grade appeal process, as stated in ABAC's college catalog and student handbook. (Revised 7/28/05)

**NOTE: Students are considered absent if not present when their name is called as part of the role.** Absence from class will considered excused only if such absence is a result of illness, certain family emergencies (to be evaluated on a case-by-case basis) or participation in required school-sponsored evolutions (such as field trips). (Doctors appointments, dentist's appointments, job interviews, etc. should be scheduled so as to not conflict with scheduled classes.) Unusual circumstances shall be considered on a case-by-case basis.

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College Policy on Academic Dishonesty: Because Abraham Baldwin Agricultural College has the dual responsibility of educating students and helping them mature into worthy citizens who take their place in the larger community, it has adopted a code for dealing with academic irregularities.

Academic irregularities include, but are not limited to, giving or receiving of unauthorized assistance in the preparation of any academic or clinical assignment; taking or attempting to take, stealing, or otherwise obtaining in an unauthorized manner any material pertaining to the education process; selling, giving, lending, or otherwise furnishing to any person any question and/or answers to any examination known to be scheduled at any subsequent date; fabricating, forging, or falsifying lab or clinical results; plagiarism in any form related to themes, essays, term papers, tests, and other assignments; breaching any confidentiality regarding patient information.

Due Process for Academic Dishonesty Cases

Step 1. When a faculty member suspects that a student has engaged in academic dishonesty, the faculty member will call the student into a private meeting in the

faculty member's office. (The division chair will be notified of and will approve any action.)

Step 2. The faculty member will confront the student with the evidence of dishonesty and/or academic irregularity. The faculty member and the student will discuss the specifics of what occurred. If the student confesses and accepts responsibility for academic dishonesty, then the faculty member will ask the student to sign in his/her own handwriting, a statement which makes clear that the student admits responsibility for the academic dishonesty. The faculty member will then consult with the division chair. The faculty member is then free to reprimand the student, to give a failing grade for the assignment, or to require the student to resubmit the assignment in question. With approval of the division chair, the faculty member can increase the penalty up to and including a "WF" for the course if the incident(s) merit this severe penalty.

Step 3. If the student refuses to sign a statement accepting responsibility for the act(s) of academic dishonesty, then a full hearing on the matter must be held. The faculty member and chair will document this incident and schedule a meeting with the student. This information will be turned over to the Academic Dean, who will make the determination of charges against the student and notify him/her in writing. The charges will be mailed by the Academic Dean to the student along with a notice to appear at a hearing, and, if the student wishes, to bring witnesses. At least three days' notice is necessary unless the student waives the notice in writing.

Step 4. If the student requests a hearing, the Academic Dean has the option of hearing the case for administrative adjudication, convening a special hearing panel including faculty and students, or of referring it to the Student Life Hearing panel which handles all other disciplinary matters on campus. The committee will provide its recommendation to the Academic Dean. The Student Life Hearing Panel, when hearing cases of academic dishonesty, will include two faculty members, two students (one of whom will be the SGA president and the other an associate justice,) and the Director of Student Life, who oversees campus discipline and the Code of Conduct. The Chief Justice of the SGA chairs the panel. The Vice President for Student Affairs will serve as advisor to the panel for all academic dishonesty cases. In general, the decision of the Academic Dean or his/her designee will not be appealed to the Student Life Hearing Panel. An appeal of the Dean's decision will go directly to the President who may choose to use the Student Life Hearing Panel to make a recommendation to him.

Step 5. The student has a right to appeal the decision of the hearing officer or hearing panel within ten calendar days of the decision. The appeal will be to the President or his designee. The President's decision is final. The President reserves the right to review all disciplinary cases and the judgments made during the process.

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If there is a student in this class who has specific needs because of learning disabilities or any other disability, please feel free to contact the instructor.

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This is a partial syllabus. More detailed information relating to the class and Instructor will be made available to each student.

## MKTG 2177; Personal Selling

MKTG 2177-0; CRN: 30554  
Class meets: 11:00 – 12:15, TTh  
Paul Miller

Office: Conger 217-B  
Office Phone: 391-4835  
Home Phone: 382-7538  
e-mail: [pmiller@abac.edu](mailto:pmiller@abac.edu)

Spring, 2008

### OFFICE HOURS

Monday: 9:50-10:50 am, 12:00-1:00 pm, 4:00-5:00 pm  
Tuesday: 12:15-12:45 pm, 4:00-5:00 pm  
Wednesday: 9:50-10:50 am, 12:00-1:00 pm, 4:00-5:00 pm  
Thursday: 12:15-12:45 pm, 4:00-5:00 pm  
Friday: 9:50-10:50 am  
Otherwise by chance or appointment

Dates of Interest:

Final Exam: 10:30 AM – 12:30 PM, Thursday, May 1, 2008  
Mid-Term: Feb 28, 2008, 4:30 PM  
Holidays: January 21, March 17 - 21  
Learning Support Prerequisites: Reading  
Date of last syllabus update: 12/15/07

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**CREDIT:** 3 Semester Hours.

**TEXT:** “PaulNotes,” January, 2008

**COURSE OBJECTIVES:**

**GRADING:** Grades will be calculated on a cumulative point basis as follows:

<u>Graded Activity</u>	<u>Points</u>	<u>Grading Scale</u>
Examination #1 .....	75	A: 405 - 450
Examination #2 .....	45	B: 360 - 404
Formal Sales Presentation .....	100	C: 315 - 359
Quality Checks/Homework .....	100	D: 270 - 314
Final Examination .....	<u>130</u>	F: 269 or fewer
Total.....	450	

(I do, of course, reserve the right to alter the above composition should I feel that conditions warrant.)

In addition to the point totals, I reserve the right to use my subjective evaluation in the determination of final grades. My subjective evaluation, however, will be used only to adjust grades upward and then only in the event that a student’s final point total is close to the borderline of the next highest grade. For example, if a student’s final point total is within two or three points of the next highest grade, I would consider such factors as class participation and my general impression of that student’s effort and achievement in awarding a final grade. As per the college’s official absenteeism policy, a student’s final grade may also be influenced by his/her attendance (see attendance policy).

**OUTLINE OF THE COURSE:**

<b>Week</b>	<b>Study Guide (pp)</b>	<b>Topics/Activities</b>
1	1 – 3	The elements of the marketing mix.
2	4 5	Developing marketing strategies using the elements of the marketing mix. The marketing concept – putting the customer first.
3	6	Benefit selling.
4	7	General principles of effective salesmanship.
5	8 – 10	Developing appropriate and effective appeals. Examination #1
6	11 – 12 13 – 20	AIDAS. Types of sales presentations.
7	13 – 20	Types of sales presentations.
8	13 – 20	Developing effective product demonstrations.
9	21 – 26	Prospecting – locating potential customers.
10	21 – 26 27 – 30	Turning “leads” into prospects. The preapproach – preparing for the presentation.
11	27 – 30	The preapproach – preparing for the presentation. Gathering information for the sales presentation.
12	27 – 30	Gathering information for the sales presentation. Examination #2.
13	31 – 33	The approach – preparing for the first customer contact.
14	34 – 36 37 – 40	Understanding and handling objections. Closing the sale.
15	42	Legal and ethical issues related to personal; selling.

## GENERAL INFORMATION AND POLICIES

**EXAMINATION PROTOCOL:** The following policies and procedures will be followed during all examinations.

1. Please turn off all beepers and cell phones - please see me if this constitutes a particular problem.
2. Please be ready to go at the beginning of the period - Students arriving more than 15 minutes late will not be allowed to take the examination. (This is for test security purposes)
3. Once you have received your examination, you must turn it in if you leave the room. Therefore, please take care of any other requirements prior to the exam.
4. All exams (including the final exam) are timed exams - they will end and all exams will be collected at the designated end of the exam period.
5. Exam scores and/or final grades will be posted for those who so desire. Exam scores and/or course grades will be mailed for those who bring a self-addressed, stamped envelope to the final exam. Sorry - grades cannot be communicated via phone or e-mail.
6. All students will take the final exam at the official scheduled time. Any exceptions must be made through the Dean and Vice President of Academic Affairs.
7. Calculators may be used at the students' discretion. **HOWEVER**, no sharing or passing of calculators. Stand-alone calculators only - no cell phones.

**IN-CLASS ASSIGNMENTS:** Quality checks and in-class assignments may not be made up regardless of circumstances (except for conflicts with school-sponsored evolutions). However, each student's lowest score will be dropped and extra credit points added to most in-class assignments to offset the effect of unavoidable absences.

**LATE ASSIGNMENTS:** All assignments are due at the beginning of the class period at which they are due. Assignments not submitted when collected at the beginning of such class periods are considered late and will be penalized as such. For pragmatic reasons, no assignment shall be accepted after it has been graded and returned to the rest of the class.

**BEEPERS, CELL PHONES, AND CALCULATORS:** Please turn off beepers and cell phones during class. If this presents a problem, please see me. Calculators may be used on quality checks and examinations at the student's discretion. However, stand-alone calculators alone may be used - no cell phones. Also, each student must bring his/her own calculator - no passing or sharing of calculators.

**SPECIAL ACCOMMODATIONS:** The Student Development Center is the official office to provide disability services. If you have a documented disability that may

require assistance, you will need to contact Dr. Maggie Martin at the Student Development Center for coordination of your academic accommodations. The Student Development Center is located on the second floor of the Student Center. The telephone number is 391-5135.

**SALES PRESENTATION:** On a date assigned, each student shall make a formal sales presentation to the class. Select a product of your choice and prepare a sales presentation. The class will perform the role of potential purchasers of your product. Your presentation, therefore, must be designed as a presentation to a group, rather than a one-on-one presentation. You may use any technique you wish to sell the product (product demonstrations, etc.). Your sales presentation grade will be determined according to the following criteria:

1. Forensics (20 points): Voice projection, eye contact, demeanor, professional appearance.
2. Quality and Organization of Material (25 points): Thoroughness and appropriateness of information. Flow and logical arrangement of material. Relevant appeals.
3. Interactive Quality (15 points): Ability to handle questions and objections. Audience involvement/interest.
4. Use of Visual Aids (10 points): Neatness and professional appearance. Creativity. Degree to which integrated into presentation. Appropriateness. (Note: Chalkboard is not available.)
5. "Degree of Difficulty" factor (10 points): Degree to which selected product provided a challenge-oriented opportunity.
6. General Creativity (10 points)
7. Persuasiveness (10 points)