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BMKT 112.01C: Applied Sales

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Missoula College

THE UNIVERSITY OF MONTANA

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BMKT 112 - Applied Sales

DATE REVISED: Autumn 2018

SEMESTER CREDITS: 2

PREREQUISITES: None

FACULTY: Bob Hermes

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OFFICE: 451

COURSE DESCRIPTION:

Course provides students with basic sales skills Includes the steps in prospecting, opening, presenting, demonstrating, handling objections, and closing the sale. Students will gain experience through role-playing activities, observations, and written presentations.

COURSE OBJECTIVES:

Upon successful completion of this course, the student will possess a basic understanding of the components involved in relationship selling. Additionally, students will have demonstrated the presentation skills necessary in a sales situation.

STUDENT PERFORMANCE OUTCOMES:

Upon completion of this course, the student will:

1. Understand the basic psychology involved in the sales process.
2. Understand the process in the sales cycle.
3. Develop a presentation demonstrating knowledge acquired.
4. Learn old and new techniques for overcoming buyer's resistance.
5. Learn and use product knowledge.
6. Understand the role of technology and social media in sales.

COURSE OUTLINE:

- I. Getting Started
 - a. The basics
- II. Historical Overview
 - a. Industrial vs. Informational
 - b. Sales approaches
- III. Sales Strategies
 - a. Relationship
 - b. Product
 - c. Customer
 - d. Technology and Social Media in sales
 - e. Presentation
- IV. Addressing Buyer Concerns
- V. Closing the Sale and Confirming the Partnership

GRADING:

Students' final grade will be based upon cumulative quiz/test scores, case studies, special projects and assigned work. Unless special circumstances exist, a student will receive no credit for assigned work turned in after the due date. A student may not pass this course if the final project and/or exam is not completed on the assigned date. Quizzes may be given announced or unannounced. Students who are absent from class when a quiz is announced will not be excused from the quiz when it is given. It remains the student's responsibility to obtain information missed if absent. Attendance 12%, Participation 13%, Notebook 15%, Quizzes' 10%, Mid Term 25%, Final 25%.

MAKE-UP TESTS:

Make-up tests will **ONLY** be allowed if the student meets the following criteria:

1. The student has a legitimate reason for missing the class when the test is administered.
2. The student contacts me **PRIOR** to the test being administered. This may be done by direct face to face contact, via telephone/voice mail, or email. You may **NOT** use another student to communicate your absence.
3. The make-up test must be taken prior to the next class unless extended illness or legitimate reason is indicated.

GRADING SCALE:

I do not "round" or "curve" grades and cutoffs are not compromised.

| | |
|------------------|----------|
| 90 – 100% | A |
| 80 - 89% | B |
| 70 - 79% | C |
| 60 - 69% | D |
| < 60% | F |

MISSED NOTES/ASSIGNMENTS:

It remains the students' responsibility to obtain lecture notes and assignments that are missed. Students who miss group activities that are graded may not receive credit. Many of these activities are based on group interaction, and make-up is not practical. Missed notes must be obtained through an in class student as I cannot provide students with missed notes or overhead transparencies. Missed handouts may be obtained from me.

OUTSIDE CLASS WORK:

Assignments, case studies, and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due at the beginning of the next class time unless otherwise stated. All assignments are expected to be typed, and include the students name and course number. (Email address would be helpful as well.) Outside work makes up a large portion of your grade and should not be ignored.

INCOMPLETE GRADES:

An "I" incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

DISABILITY ACCOMODATION:

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely fashion. Your responsibilities are to request them from me with sufficient advance notice, and to be prepared to provide verification of disability and its impact from Disability Services. Please speak with me after class or during my office hours to discuss the details. For more information, visit the [Disability Services for Students website](http://www.umt.edu/dss/) at www.umt.edu/dss/.

CELL PHONES/PAGERS:

As a general rule, cell phones and pagers are inappropriate during class time. However, some students' unique circumstances require their use (e.g. emergencies, health, absolute business necessity). If you absolutely require their use, please use the following criteria:

1. If they are not required, please turn them off.
2. Use the vibrating mode or turn the ring volume down to its lowest setting.
3. If receiving a call, leave the room quietly. Do not conduct your conversation in class. Please make the call brief.
4. Due to testing standards, you may not leave the room during a quiz or exam and cell phones and pagers must be turned off.
5. Number 4 applies to class presentations as well.

Please be courteous of your classmates. Should this policy create routine distractions, this policy will be changed to ban their use during class.

QUESTIONS OR CONCERNS:

I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer them as soon as possible. You may also make an appointment with me should this be necessary. I will do everything possible to make this course a positive learning experience.

FIELD/LAB ASSIGNMENTS (If applicable):

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as an economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed.

1. Do not visit locations in groups of more than 3. Larger groups create traffic barriers that impact customer purchasing.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel. If you remove an item from inventory, please return it to the appropriate location.
5. Please be courteous and thank the business for their time and efforts.
6. Never use inappropriate language.

*It is a privilege for us to learn from these businesses and not take them for granted.

Academic Misconduct

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The code is available for review online at <http://www.umt.edu/SA/VPSA/index.cfm/page/1321>.

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