BADM 240Z (online)  
Personal Selling  

Fall 2014

<table>
<thead>
<tr>
<th>INSTRUCTOR</th>
<th>Office</th>
<th>Phone</th>
<th>E-mail</th>
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<tbody>
<tr>
<td>Bev McCrostie</td>
<td>DSB 417</td>
<td>403-342-3357</td>
<td><a href="mailto:bev.mccrostie@rdc.ab.ca">bev.mccrostie@rdc.ab.ca</a></td>
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**CLASS TIMES**

Section Z  
Tuesday  
6:00 – 8:50 PM  
online

**OFFICE HOURS**

Mondays, Tuesdays, Wednesdays  
11 a.m. to 12 p.m. or by appointment

**Credit Hours:** 3

**Academic Calendar Entry:**
This course looks at the role of selling in the business world in addition to the nature and rewards of selling. Further, the course looks at the details of the salesperson's job and qualifications as well as knowledge and skills needed for successful selling. Other topics discussed are the sales process and the salesperson's personal, customer, and social responsibilities.

**Prerequisites:**
BADM 132 – Introduction to Marketing

**Transfer Agreements:**
Formal transfer agreements between Red Deer College and other Alberta universities and colleges are found at www.acat.gov.ab.ca. If you want to transfer this course to an institution please contact that institution for correct procedures.

**Learning Outcomes:**
Upon successfully completing this course, you should be able to

- Communicate information persuasively and accurately in verbal and written formats.
- Employ customer service strategies that meet potential and current customer needs and demands while adhering to ethical, responsible and legal standards.
- Plan, deliver, and assess business-to-business sales presentations.
- Use constructive feedback in the evaluation of selling skills.
- Select and effectively deliver content using the latest technology.
- Apply the salesperson skill set in any situation where you need to sell yourself, an idea, a product, or a service.

**Course Topics:**
- Career of the Professional Salesperson
- Elements of Effective Presentations
Learning Activities:
Variety of group and individual learning activities, including: online open-book quizzes and closed-book tests, sales labs and assess other classmates' sales labs, teams prepare a written sales report and give a sales presentation to industry contacts, guest speakers from industry, instructor lectures, small group discussion, and teams complete textbook assignments.

Required Textbooks and Equipment:

Blackboard:
Course materials are available on the Blackboard site. Please check the website daily to be sure you are up-to-date.

Methods of Evaluation:
Textbook Tests (3) 30%
Quizzes 5%
Discussion Postings 10%
Class Assignments 15%
Class Professionalism 5%
Business Presentation Project 35%
Total 100%

Assessment of Student Performance:
Brief assignment descriptions are provided below. Additional details about each assignment will be provided in class.
1) **Textbook Tests** – Three tests consisting of multiple choice and true/false questions, covering material in the textbook and class discussions.
2) **Quizzes** – Eleven quizzes consisting of multiple choice questions.
3) **Discussion Postings** – Read and respond to a variety of postings, including recording sales labs.
4) **Class Assignments** – A variety of instructor and textbook assignments (located at the end of each chapter).
5) **Class Professionalism** – Includes your attendance and active engagement in class discussions, sales labs and exercises. Refer to the Class Professionalism document provided by your instructor.
6) **Business Presentation Project** – Following through the steps outlined in the textbook, you are to prepare and make an in-class sales presentation for a mock (although plausible) product or service. You can work alone or in groups of up to 4 students.

Grading System:
Final grades in the course will be assigned based on the Alberta Education Grade Comparison letter grading system as described in the Red Deer College Calendar.

Course Requirements:
1) Students are expected to have read in advance the material to be taken up in class, and to have completed all assigned homework. An unexcused failure to submit an assignment on the due date will result in a mark of zero.
2) **Term tests must be supervised by an approved proctor.** For students in Red Deer and area, it is recommended that the tests be written on-site at the DSB Downtown Campus on the dates outlined in
the tentative schedule. Otherwise, please contact the Distance Learning office at
distance.learning@rdc.ab.ca or the following link http://www.rdc.libguides.com/offcampustesting for
more information on setting up a proctor.
3) Any student missing a test without having made prior arrangements with the instructor will receive a
grade of zero for that test.
4) Students are expected to participate in class discussions and sales labs throughout the course.
5) Students should ensure that they are familiar with Red Deer College’s Student and Academic
Standard Practices and Policies as well as the key dates in the Academic Schedule.

Midterm Feedback:
Midterm feedback for this course will be available from the instructor and will be available in Blackboard.
After reviewing their marks to this point, students should make an appointment with the instructor to
discuss their progress and concerns. The instructor is also available prior to this in designated office hours
if students have any concerns. Please see “Important Dates” below.

Student Rights and Responsibilities:
Students are encouraged to read the RDC Student Rights and Responsibilities Policy as “these rights and
responsibilities are the foundation of and are reflected in Red Deer College policies”.

To see Academic Policies: go to the rdc.ab.ca website, Academic Calendar, Academic Policies, RDC
Academic Policies, then choose the appropriate policy.

- As per the RDC Student Rights and Responsibilities Policy which states students have a responsibility
to “conduct themselves in a manner which does not disrupt or inhibit the learning process”; and with
respect for your fellow students, it is expected that cell phones and other communication devices be
turned off during class, lab, and examination times. During these times, laptop computers are to be
utilized for approved classroom activities only. Should your phone/computer/communication device
cause an interruption during these times, you will be asked to leave the room for the remainder of the
scheduled period; including examinations.

- Students are expected to: arrive at class on time; inform instructors at the beginning of class if there is
a need to leave early; not to disrupt or talk during class except for class discussions; to respond to the
instructor's in-class questions whenever possible; and to demonstrate respect for everyone in the
class. Attendance may take many forms including traditional classrooms, web enhanced learning,
blended learning, online synchronous, online asynchronous, labs, field trips, and guest speakers.
Lack of attendance may impact the students’ ability to successfully complete the course.

- You are expected to maintain the high ethical standards that are representative of the best of the
business profession. Assignments should be handed in on their due dates and examinations taken
on the dates scheduled. Requirements and penalties as set forth in the RDC Academic Calendar and
RDC Student Misconduct: Academic and Non-Academic Policy will be followed. Please review these
documents to ensure you understand the contents and implications of each.

- The RDC Student Misconduct: Academic and Non-Academic Policy is in effect in this class.
Plagiarism will be dealt with according to the RDC Student Misconduct: Academic and Non-Academic
Policy It defines Plagiarism as: “The use or close imitation of language, paintings, films, prototypes
and ideas of another author and representation of them as one’s own original work. The most
common forms of plagiarism are: copying or paraphrasing another author’s work without proper
acknowledgement, using the ideas or lines of reasoning of another author’s work without proper
acknowledgement, submitting work to which someone else has made substantial improvements to the
content, and submitting the same work for multiple courses without approval.

- Print and electronic materials are protected by copyright legislation. It is your responsibility to become
aware of the legal uses of copyright-protected materials and to ensure that your use of these materials
complies with copyright obligations. Information can be found on the Library website.

Alternatives to copyright-protected multimedia:
   o use software to create original images/sounds
o take original photos
o instead of “borrowing” information from a website, provide a link
o use copyright-friendly multimedia from the Copyright Toolkit
o remember to read the fine print before using any material

### Important Dates

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<th>Date</th>
<th>Event Description</th>
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<tr>
<td>September 10</td>
<td>Last day to register or add/drop Fall or Full year courses</td>
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<td>September 10</td>
<td>Last day to have tuition refunded for Fall or Full year courses</td>
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<td>October 7</td>
<td>Emergency Response Day</td>
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<td>October 13</td>
<td>Thanksgiving Day – College closed</td>
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<tr>
<td>October 24</td>
<td>Midterm feedback date. Instructors give students formal feedback on their academic standing in Fall Term courses.</td>
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<tr>
<td>November 10</td>
<td>Final examination schedule posted</td>
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<tr>
<td>November 10</td>
<td>College open. No classes.</td>
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<tr>
<td>November 11</td>
<td>College closed in recognition of Remembrance Day</td>
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<tr>
<td>December 3</td>
<td>Last day to withdraw from Fall Term courses and receive a WD</td>
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<tr>
<td>December 3</td>
<td>Last day of classes for Fall Term courses</td>
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<tr>
<td>December 8 to 13</td>
<td>Students are expected to be available during this time period for the writing of finals exams</td>
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<td>December 22</td>
<td>Final grades available</td>
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### Amendments to the Course Outline:
Changes in the course outline may be made after the first class providing this is done in consultation with the students and reviewed by the Program Chairperson for completeness and consistency with all college policies.

This course may be eligible for Prior Learning Assessment. Students should refer to the RDC Course Calendar for a list of excluded courses.

Classroom Learning Resources may be available to students in alternative formats.

Students should be aware that Personal Counseling, Career, Learning and Disability Services are provided by RDC. Inquire about locations at Information Desk. It is the student’s responsibility to discuss their specific learning needs with the appropriate service provider.

It is the student’s responsibility to be familiar with the information contained in the Course Outline and to clarify any areas of concern with the instructor.
<table>
<thead>
<tr>
<th>Date</th>
<th>Outline of Topics</th>
<th>Activities/Readings</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction to course&lt;br&gt;Psychology of Selling: Why People Buy</td>
<td>Chapter 3</td>
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<td>Sept 9</td>
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<td>Week 2</td>
<td>Communication for Successful Selling: How to Build Relationships</td>
<td>Chapter 4</td>
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<td>Sept 16</td>
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<td>Week 3</td>
<td>Sales Knowledge: Customers, Products, Technologies</td>
<td>Chapter 5</td>
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<td>Sept 23</td>
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<td>Week 4</td>
<td>Test 1&lt;br&gt;Prospecting – The Lifeblood of Selling</td>
<td>Chapters 3 - 5&lt;br&gt;Chapter 6</td>
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<td>Sept 30</td>
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<tr>
<td>Week 5</td>
<td>Preapproach – Planning Your Sales Call &amp; Presentation</td>
<td>Chapter 7</td>
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<td>Oct 7</td>
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<td>Week 6</td>
<td>Approach – Begin Your Presentation Strategically</td>
<td>Chapter 8</td>
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<td>Oct 14</td>
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<td>Week 7</td>
<td>Presentation – Elements of Effective Persuasion</td>
<td>Chapter 9</td>
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<td>Oct 21</td>
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<td>Week 8</td>
<td>Test 2&lt;br&gt;Objections – Address Your Prospect’s Concerns</td>
<td>Chapters 6 - 9&lt;br&gt;Chapter 10</td>
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<td>Oct 28</td>
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<td>Week 9</td>
<td>Closing – Beginning of a New Relationship</td>
<td>Chapter 11</td>
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<td>Nov 4</td>
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<tr>
<td>Week 10</td>
<td>Follow-up – Maintain &amp; Strengthen the Relationship</td>
<td>Chapter 12</td>
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<td>Nov 18</td>
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<td>Week 11</td>
<td>Test 3&lt;br&gt;(Hard copy of Business Presentation Report due)</td>
<td>Chapters 10 - 12</td>
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<td>Nov 25</td>
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<tr>
<td>Week 12</td>
<td>Sales Presentations</td>
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<td>Dec 2</td>
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This schedule is subject to change

Students should refer to the Appeals: Formal Policy, Appeals: Informal Resolution Policy and Student Misconduct: Academic and Non-Academic Policy should questions or concerns about the Course Outline not be resolved directly with the instructor.

Associate Dean

Date May 27, 2014