

# MKT 367.01W MARKETING

COURSE SYLLABUS: Fall 2024

## INSTRUCTOR2

**Instructor:** Dr. Scott M. Sewell, Senior Lecturer

**Office Location:** BA 314E

**Office Hours:** Tues. & Thurs. 8:00 am – 9:30 am or by appointment in the office or online

**MKT Office Phone:** 903-886-5692

**Office Fax:** 903-86-5693

**University Email Address:** [Scott.Sewell@tamuc.edu](mailto:Scott.Sewell@tamuc.edu)

**Office Hours: Tuesday and Thursday 8:00 am – 10:30 am and by appointment or zoom as needed.**

**Preferred Form of Communication and Communication Response Time:**

For personal concerns or questions, email is the best way to contact me. I generally check my email each day and you can expect a response within 48 hours (except for weekends). Most questions will be answered within 24 hours. My replies will be sent to your MyLeo email address.

Welcome to MKT 367.01W (Sales and Sales Management), Fall 24.

First, I want to say I am excited to be getting ready to be back at school. Everything in the class will be completely online so no one will be required to meet on campus if they would prefer not to do so.

I normally do not lecture chapter by chapter in this course, but I will pre-record things about sales applications and experiences that I think might be helpful in your understanding of the process. I have been in sales and or sales management for over 40 years and have been very successful doing it..but more about that later. I will also have periodic, live, zoom question and answer sessions to help with anything you might need more explanation about regarding the course material. Attending the live, online sessions will not be a requirement. They will all be recorded, but you are welcome to send in e-mail questions in advance that you might like me to address. I realize many are you will never be in a career where

your title is sales, but truthfully you are selling every day. Whatever you're trying to get someone to believe or do is some sort of selling. Also, by understanding the selling process, you will become a much better buyer. Having sold homes and boats and having bought many vehicles, I can give you some insights into that process that might help you in the long run. I look forward to a good semester and thank you for your future input.

See the tentative syllabus under the content tab to the left...subject to change!

Thanks

Dr. Sewell

**Required Textbook:** Sell 6 by Ingram, 6<sup>th</sup> edition, Publisher: Cengage Learning **(REQUIRED)**.  
**Online Access program is NOT required so a used text is fine.**

**Sell, 6<sup>th</sup> Edition. by Ingram, LaForge, Avila, Schwepker and Williams, 2019 (Cengage Publishing).** ISBN is 978-1-337-40800-4. The text is absolutely essential to succeeding in this course. The list price is around \$85 new, but you can also find used copies at a reduced price online. Do not substitute any older versions. The materials required for this class and any others using Cengage products (such as MKT 386 and MKT 467) are included in ONE Cengage Unlimited subscription. For \$119.99 per semester, you get access to ALL your Cengage online textbooks, and access codes, in one place. \$7.99 hardcopy textbook rentals are also available for select titles. Download the free **Cengage Mobile App** to get your Cengage Unlimited online textbooks and study tools on your phone. Ask for Cengage Unlimited in the bookstore or visit **cengage.com/unlimited**.

## Course Description

This course focuses on developing and maintaining relationships with customers and management the sales process of finding, concerting, and keeping customers while achieving the organization's goals. Communication techniques, career planning, selling strategies and tactics, as well as sales duties, responsibilities are included.

## Student Learning Outcomes

MKT 367 aims to improve student understanding of concepts, principles, problems, and applications of selling. After completing this course:

1. SLO 1: Students will understand the processes and elements involved in relationship selling.
2. SLO 2: Students will demonstrate an understanding of the importance of ethical behavior in relationship selling and sales management.
3. SLO 3: Students will demonstrate an understanding of the characteristics of a sales presentation.
4. SLO 4: Students will understand the process of negotiation, closing methods, and time and territory management
5. SLO 5: Students will identify key issues in recruitment, sales training, compensation and incentives and performance evaluation.

**NOTE: Please do not use any form of Artificial Intelligence (AI) for any assignments in this course. I am only interested in reading your work, not that of a computer.**

**Thank you,  
Dr. Sewell**

**Course Grading:** Final grades are based upon the Official University policy. There will be **NO** curve. A 79.9 average equals a “C.” Your final course grade will be determined by dividing your total points earned by the course total points.

*Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, and Room 314, (903)886-5133.*

### **Course Requirements:**

**Exams:** There are two exams that cover 5 chapters each. Each exam will be taken online and contains 50 multiple-choice questions that will be used to test your knowledge of the materials associated with the course. The questions are taken from the textbook. Each exam is weighted equally. You will only see one question at a time and must answer it to proceed to the next question and you will not be able to go back so some level of time management is required. *The exams are NOT comprehensive.*(40% of final grade). **Note:** *Any student caught cheating on an exam will receive an F on the exam and be required to meet with the professor and associate dean to discuss their continuance in the course.*

**Participation/Assignments:** There are several ***individual*** student assignments. Each assignment offers the opportunity to creatively engage in selling concepts in a variety of situations. Students are asked to read and execute the assignment described in each student project. (20% of final grade.)

*Please note the **deadline** for Assignments is 11: 59 pm on **Sunday OF EACH WEEK unless specifically noted differently.***

**Written Individual Project:** Students will develop a sales presentation. This project contains a PowerPoint presentation and written component. *Details for the project are found under Doc Sharing.* (25% of final grade).

**Sales Ethics Case:** Students will read and analyze a sales ethical scenario and answer questions regarding information given and make suggestions on how to solve the ethical dilemma. (10% of final grade).

**Core Concept Quiz:** A multiple choice quiz over the main concepts of the course will be taken at the end of the semester. A review will be provided. (5% of final grade).

**“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.”** (*See Student’s Guide Handbook, Policies and Procedures, Conduct*)

**Comment on Academic Honesty:** There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

<b>Week</b>	<b>Dates</b>	<b>Chapter(s)</b>	<b>Activities</b>
1	8/26 – 9/1		eCollege Tutorial / Syllabus Review & Video / Student Lounge & Introductions
2	9/2 – 9/8	1	Week 2 Assignment
3	9/9 – 9/15	2	Sales Presentation Semester Project Assigned Week 3 Assignment
4	9/16 – 9/22	3	Week 4 Assignment
5	9/23 – 9/29	4	Book Review Assigned
6	9/30 – 10/6	5	Prospecting Assignment
7	10/7 - 10/13		<b>Prospecting Assignment Due, Exam 1 (Chapters 1 - 5)</b>
8	10/14 – 10/20	6	Sales Interview Assigned
9	10/21 – 10/27	7	Sales Interview Assignment Due
10	10/28 – 11/3	8	<b>Sales Ethics Case Assigned</b>
11	11/4 – 11/10	9	Sales Ethics Case Due
12	11/11 – 11/17	10	Book Review Assignment Due (From Wk 5)
13	11/18 – 11/24		(No New Material -Study for Exam 2)
14	11/25 – 12/1		<b>Exam 2 (Chapters 6 - 10)</b>
15	12/2 – 12/8		<b>Sales Presentation Semester Project Due</b>
16	12/9 – 12/13		<b>Core Concept Quiz</b>

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## Discussion Rubric

Task	Accomplished	Proficient	Needs Improvement
Posting ↓	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text, or outside source or personal example, with appropriate citations. (50-45 points)	Identifies some important information in your own words, on topic, and utilizing the text or outside source or personal example, with appropriate citations. (44-34 points)	Does not clearly identify key information, not on topic, does not utilize text or outside source or personal example, not properly cited. (33-0 points)
Reply including adding to the discussion	Clearly responds to a MINIMUM of one other student's posting in your own words, you must ADD significant information to the discussion rather than just say you agree with their points. (30-25 points)	Responds to another student's posting but you didn't add a significant amount of new information to the discussion. (24-20 points)	Does not clearly respond to another student's posting, did not add and new information to the discussion. (19-0 points)

<b>Use correct grammar, punctuation, and (APA) format.</b>	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (20-15 points )	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (14-10 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (9-0 points)
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**GRADING:**

*The following rubrics will provide students a detailed look into how materials are graded.*

<b>RUBRIC FOR ASSIGNMENTS</b>					
	<b>Unacceptable 0-1 Points</b>	<b>Acceptable 1.5 Point</b>	<b>Good 2 Points</b>	<b>Excellent 2.5 Points</b>	<b>Assigned Grade</b>
Effective demonstrated an overall understanding of the assignment					
Clearly demonstrated an understanding of the concepts within the assignment					
Effectively performed all tasks required in the assignment					
Presented information that was realistic, logical, and clearly communicated					
Presented well-organized and grammatically correct information					
Subjective evaluation of the total performance; overall general impression					
<b>Total Points Possible: 15</b>					

### GRADING RUBRIC FOR SALES PRESENTATION

	Unacceptable 0-5 Points	Acceptable 6-7 Point	Good 8-9 Points	Excellent 10 Points	Assigned Grade
Effective opening that clearly demonstrated thorough company and product/service knowledge					
Clearly demonstrated an understanding of the marketing strategy utilized by the company					
Effectively identified customer and value proposition					
Effectively used relationship selling to communicate the sales message and enhance the problem solving presentation					
Overcame objections in a poised and confident manner					
Effectively moved toward the close of the sale and demonstrated follow-up techniques					
The information was realistic, logical, and clearly communicated					
Used visual aids to enhance and/or clarify the presentation					
The presentation was well-organized and clearly presented, used professional grammar and vocabulary					
Subjective evaluation of the total performance; overall general impression					
<b>Total Points Possible: 100</b>					

### NEW LEARNING MANAGEMENT SYSTEM (LMS) AND LOG-IN:

Preferred browser for D2L: Firefox or Chrome. To get started, you will need your campus-wide ID (CWID) and password to log into the course. Log-in to myLeo student portal and from the top menu ribbon select Apps (2nd tab). Scroll down and click on myLeo Online D2L. If you do



not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at (903) 468-6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

Alternatively, use the new [myLeo Online](https://myleonline.tamuc.edu/d2l/login) URL (<https://myleonline.tamuc.edu/d2l/login>). You will login to the new myLeo Online system using your CWID and password, just like you would login to the student portal [to get into eCollege]. If you have not already done so, please go ahead and test your login to the system and report any problems to the e-mail listed below.

**Once you are logged-in your D2L account, scroll to the bottom to find “My Courses.”** If you have trouble logging in your myLeo Online, please e-mail [Project.Nova@tamuc.edu](mailto:Project.Nova@tamuc.edu) immediately. If you have other technical difficulties with accessing your course once the semester has started, please use the Support Widget on the myLeo Online homepage to contact D2L Support. They'll be happy to help you!

You are also enrolled in the [myLeo Online Student Resources course](https://myleonline.tamuc.edu/d2l/home/6779) (<https://myleonline.tamuc.edu/d2l/home/6779>) that has been created as a brief orientation to the new system. Once you are logged in, click on the course selector icon at the top middle to access your course from the drop down menu.

Professor Doty recognizes that the use of the new LMS will be challenging. We just need to be patient with the learning process. Obviously, there is a learning curve associated with the new platform.

Students who encounter other technical problems can also contact our HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by calling at (903) 468-6000.

## **TECHNOLOGY REQUIREMENTS**

### **Browser support**

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine

the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

## Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

## Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or <b>point</b> release of that major version) and the previous major version of iOS (the

Device	Operating System	Browser	Supported Browser Version(s)
			latest minor or <b>point</b> release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.  Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
  - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (*version 17 or later*) <https://get.adobe.com/flashplayer/>
  - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
  - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

### Brightspace Support

#### Need Help?

#### Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

## **Technical Support**

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words “[click here](#)” to submit an issue via email.

## **System Maintenance**

D2L runs monthly updates during the last week of the month, usually on Wednesday. The system should remain up during this time unless otherwise specified in an announcement. You may experience minimal impacts to performance and/or look and feel of the environment.

# **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

## **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## **University Specific Procedures**

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette http://www.albion.com/netiquette/corerules.html](http://www.albion.com/netiquette/corerules.html)

### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

## **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## **Artificial Intelligence**

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

**NOTE: Please do not use any form of Artificial Intelligence (AI) for any assignments in this course. I am only interested in reading your work, not that of a computer.**

**Thank you,  
Dr. Sewell**

# ADA Statement

## Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

## Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

## Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

## Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web

url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.