



**Course Syllabus
SEMESTER
School of Business, Hospitality, and Public Safety**

<i>Course Name:</i>	Personal Selling
<i>Course & Section Number:</i>	MKT125-XXX
<i>Meeting Day(s) & Time(s):</i>	
<i>Credits:</i>	3
<i>Contact Hours:</i>	3
<i>Text:</i>	Sell, 7th Edition
<i>Instructor's Name:*</i>	
<i>Office Hours & Location:</i>	
<i>Phone:</i>	
<i>OCC Email:**</i>	
<i>Additional Contact Information:</i>	School of Business, Hospitality, Management and Public Safety – 567.661.7280

****Please use only Owens email for course communications. Include your course section in the subject line (ex. MKT-125-XXX).**

Catalog description:

Examines the principles of selling, with emphasis on practical application through student sales demonstrations, promotional activities and case studies. Includes a comprehensive study of product knowledge, the handling of objections and closing techniques. Studied in detail are customer relations, consumer buying motives and sales problems that arise in business. Supplemental materials are distributed to acquaint students with the current sales and marketing environment, its challenges and opportunities.

Prerequisite/Corequisites: None

Course Materials:

PERSONAL SELLING - DAVID SEEGER



Sell, 7th Edition, Ingram, Thomas N; Laforge, Raymond (Buddy) W; Avila, Ramon A; Schwepker, Charles H; Williams, Michael R
Isbn13: 9780357901380
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What You Will Learn in the Course

Course Objectives:

1. Discuss current trends in sales professionalism: complexity, collaboration, and accountability
2. Define an account targeting strategy.
3. Explain how to determine the appropriate sales organization structure for a given selling situation.
4. Identify the key activities in planning and executing a program for salesforce recruitment and selection.
5. Explain the importance of sales training and the sales manager's role in sales training.
6. Distinguish between salesforce leadership, management, and supervision.
7. Explain how to determine an appropriate financial compensation level.
8. Describe how to perform a cost analysis for a sales organization.
9. Compare the advantages and disadvantages of different methods of sales-person performance evaluation.
10. Evaluate the advantages and disadvantages of sales organization structures.

Student Learning Outcomes:

Students will:

Outcome	Where Assessed
SLO 1: Apply the basic sales approach via the step-by-step process.	Midterm Exam, classroom activity and assignments, sales manual and presentation
SLO 2: Learn how to prospect for sales clients.	Midterm Exam, classroom activity and assignments,
SLO 3: Learn how to prepare and produce a sales manual.	Classroom activity and assignments - sales manual
SLO 4: Learn how to overcome sales objectives and how to anticipate them.	Final Exam, classroom activity and assignments

Program Outcomes:

The following program outcomes are assessed in this course

Outcome	Where Assessed
Design and Demonstrate a Sales Presentation	Sales Manual and Presentation Assignment

Institutional General Education Competencies:

As a student at Owens Community College, you will take General Education courses as part of your degree program. While specific to the General Education courses, will be reinforced in many of your degree program major courses and may be measured in your capstone course(s) and others as identified.

Competency	Where Assessed
Communicate effectively.	Blog, class room assignments
Think analytically, critically, and creatively.	Class room assignments, Project-Based assignments

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing

personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX Policy/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: 3358:11-2-63 Accommodation for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphrasers, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected.

Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor.
APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Student Responsibilities & Instructor Expectations

Contact the Owens Help Desk **(567) 661-7120** if you are experiencing technical issues with your username and/or password or having navigational issues in Blackboard.

Late Assignments: All assignments are due on the due date at the beginning of class unless otherwise determined. The only exception is that the student must reach out to the instructor before the assignment is due and get permission for an extension of time. The instructor will make the final and binding decision to make said exemption fully at his discretion.

NOTE: DATE is the **last day students can drop the course without receiving an official letter grade.** Please consult with your academic advisor prior to end of semester to review options.

Instructor Expectations:

This is a face-to-face type class and it is therefore expected that you will be present and on time while taking this class. We do a lot of project-based type group work and it is not fair to the other students if you do not attend and do the work equally with the other students.

Grading Timeline

All assignments that are submitted by the due date will be graded and returned/recorded in the grade center within 1 week. **Assignments that are submitted after the due date may take up to 2 weeks before I am able to grade it.**

E-mail Communication

I aim to respond to emails **within 24 hours Monday through Friday**. Emails received over the weekend may take **48 hours** for a response. When emailing, please **include your course name and section number** to help me respond efficiently.

Classroom Environment:

We will welcome and value everyone in the class and treat each other with dignity. We will listen to everyone's opinion and all are encouraged to express said opinion. Since there will be Project Based assignments, it is imperative for you to be there to participate.

How Grades are Determined and Major Assignments

Evaluation Measure The grade points for the areas of work are as follows.	Student Learning Outcomes Assessed	Points
Daily Classroom Participation 20@20	1-4	400 points
Weekly Memo @ Marketing 15@20	1-4	300 points
Midterm 200/Final 400/Sales Manual and Presentation 700	1-4	1300 points
Group Projects: Blog, e-Book, social media posts	1-4	600 points
Sales Person Interview (200) and HubSpot Certificate (200)	1-4	400 points
Total		3000 points

Grading Scale

Grade	Points
A	2700-3000
B	2400-2699
C	2100-2399
D	1800-2099
F	0-1799

Grading Procedure:

Grades will be calculated on the following scale.

90% and Above	A
80% to Less than 90%	B
70% to Less than 80%	C
60% to Less than 70%	D
Less Than 60%	F

Exams

There will be a midterm and final exam.

Business Memo:

One the first day of class for each week, you will prepare a business memo about some marketing related subject that is contemporary and current for discussion. The memo itself shall be no less than one page. The article can be from any legitimate source other than social media. A work citation must be listed at the bottom of the memo and are due on the first day of each week during class. You will also present a synopsis of the article during that class period as well. It would be best if you could locate an article about sales and/or management. Otherwise, any topic business related will suffice.

Sales Person Interview Project:

You will conduct an interview of a sales person as part of a Sales Person Interview Project. I will supply you with that information within the first couple weeks of the semester.

Attendance/Participation

You will be awarded points for your attendance and participation in class. You must be here on time for the whole class in order to get the attendance points.

HubSpot Inbound Sales Certificate:

You will be required to complete the Inbound Sales certificate program at Hub Spot Academy to be completed by the end of the semester. Go to HubSpot Academy to register for free and complete the certificate program. It touches on sales technique and prospecting to a certain degree. As a Marketing/Sales Major, this certificate would be great to have in your educational portfolio to present to a perspective employer.

Sales Manual and Presentation

You will prepare a sales manual for a particular product of your choosing. There will be more information on how to complete this and will be on Ultra. Plus, I will show you some examples of prior students that have competed them. Also, you will present these sales manuals to the class and you will be professionally videotaped so you may use as part of your professional portfolio.

Projects/Activities: (Marketing Projects)

As an individual and a group, you will work on a variety of marketing projects and activities which are outlined on the addendum to this syllabus. You will all play various roles in these projects and it will be collectively graded and points awarded at the end of the course.

The first project is developing a blog used for the generation of sales prospects. In this case, we will use the School of Business as our client and use the blog to sell the attributes of the Marketing and Sales program.

The second project is to write and develop an E-book about the School of Business's program of Marketing and Sales.

The third project is to create and develop social media posts to Owens Buzz on Biz.

Important Dates to Remember

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Exam Week
DATE	Last Day of Classes
DATE	Last Day to Drop Course Without a Letter Grade
DATE	Commencement

Assignments/Activities

Week	SLO	Topic
1	1-4	Topic: Introduction/Syllabus Week MEMO
2	1-4	Topic: Overview of Personal Selling – Chapter 1 MEMO
3	1-4	Topic: Building Trust and Sales Ethics Chapter 2 MEMO
4	1-4	Topic: Understanding Buyers – Chapter 3 MEMO
5	1-4	Topic: Understanding Buyers continued – Chapter 3 MEMO
6	1-4	Topic: Communication skills – Chapter 4 MEMO
7	1-4	Topic: Communication skills – Chapter 4 MEMO
8	1-4	Topic: Review, work individually on sales portfolio with instructor MEMO
9	1-4	Midterm: due DATE, TIME Topic: Strategic Prospecting and Prepare for Sales Dialogue – Chapter 5 MEMO
10	1-4	Topic: Planning Sales Dialogues and Presentations – Chapter 6 MEMO
11	1-4	Topic: Sales Dialogue: Creating and Communicating Value – Chapter 7 MEMO
12	1-4	Topic: Addressing Concerns and Earning Commitment – Chapter 8, Sales Person Interview and Presentation due DATE MEMO
13	1-4	Topic: Review Topics, prepare for final MEMO
14	1-4	Topic: Finish Project Based assignments; MEMO
15	1-4	Topic: Finish Project Based assignments, practice presentation 12-1, SALES MANUAL AND PRESENTATION DUE – VIDEO TAPED on DATE. MEMO
16	1-4	Final Exam: due DATE, TIME plus HubSpot certificate. Presentation of Project-based assignments

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will

communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.