

MKTG 3010/COURSERA: Introduction to Professional Selling

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Course Description

Three (3) credit hours: This is an assignment and project based interactive course where you will learn and apply the SPIN Selling technique and additional selling skills such as verbal and nonverbal communication techniques, and written business communication skills. The persuasion and influencing approaches practiced in this course, along with critical thinking and problem-solving skills, will benefit you in your career and life after college.

Course Objectives

Upon successful completion of this course, students will be able to utilize key communication skills, particularly in the areas of inquiry and persuasion and access critical thinking skills in the following key areas:

- Determining the primary problems
- Amassing and evaluating evidence
- Evaluating context and limitations
- Developing proposed courses of action
- Gaining commitment from a qualified prospect

In addition, each student will be able to articulate the value of social responsibility to a potential employer and create a career tool kit to help secure the desired career position in the student's chosen industry.

Course Structure

This course is taught in an asynchronous online structure. The ordering of the topics and assignment due dates are clearly outlined and communicated in the weekly modules. It is each student's responsibility to become familiar with the module content, the assignments and quizzes, and the due dates.

Textbook and Materials

SPIN Selling: Situation, Problem, Implication, Need-payoff

Neil Rackham, 1988, McGraw-Hill. ISBN: 0-07-051113-6

Additional course materials will be made available to students via the Coursera course site.

Teaching Philosophy

My role as your instructor is three-fold:

1. **Instructing** students in the SPIN Selling process in order prepare students with well-developed, transferable selling skills that lead to success in the professional selling environment
2. **Coaching** students in order to ensure students' ability to demonstrate value to a potential employer in order to secure the desired career position upon graduation
3. **Mentoring** students on the skills required for success in sales and job interviews

Communication Expectations

You may contact me at any time via email - but remember to treat all email communications as ***professional correspondence***.

Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Use an appropriate salutation for the recipient, e.g. "Dear Professor Houser or Ms. Houser".
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else.
- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the 'send' button.

All conferences will be Zoom meeting. The best way to schedule a conference is to suggest an appointment time via email to Joy.Houser@unt.edu

Course Expectations and Late Submissions Policy

By enrolling in this course, you agreed to conduct yourself as a business professional. There are certain expectations that an employer expects from professional salespeople.

The first expectation is for the employee to be prepared up every workday. Therefore, we expect you to take responsibility for your assignments and meet all deadlines. This is consistent with industry expectations and standards.

Given the current COVID-19 environment, the first priority is protecting your health and safety. If you are experiencing any illness or issues related to COVID-19 that would prevent you from completing the weekly assignments and quizzes, you need to communicate with me prior to the due date and time in order for me to make accommodations for a late submission. These extensions to the deadlines will only be given with a University-approved excuse and must meet the university guidelines for required documentation.

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the other possible symptoms of COVID-19, please seek medical attention from your health care provider.

While on-time submissions and course engagement are an important aspect of succeeding in this class, your own health, and those of others in the community, is much more important.

Technical Requirements & Skills

Minimum Technology Requirements. Please make plans now to ensure you can meet the technical requirements of this course.

- Computer
- Reliable internet access
- Speakers
- Microphone
- Webcam
- Zoom
- Adobe
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements \(https://clear.unt.edu/supported-technologies/canvas/requirements\)](https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy

There are course-specific technical skills that you must have to succeed in the course, such as:

- Using Coursera
- Creating attachments for uploading assignments
- Downloading and installing software
- Using spreadsheet programs
- Using video recording software

Grading

All final course points will be converted to the 1,000-point scale in order to determine your final grade. To provide an additional amount of flexibility final course grades will be rounded up at the XX5 breakpoint. So, for example, if a student's final cumulative total points equal 795 that student's course grade will be rounded up to = "B". However, if a student's final cumulative total points equal between 695 - 794, for example, that student's course grade will = "C". No exceptions to this rule will be considered.

Grading Scale (A-F)

A = 900-1000

B = 800-899

C = 700-799

D = 600-699

F = 500-599

Course Requirements – Grades are based upon the following assessments

POINTS	ASSIGNMENT/DISCUSSION/QUIZ	DUE DATE
25	WK 1 Discussion: Long-term Impact of the Coronavirus on Consumer Buying Behavior	January 17
75	WK 1 Quiz: Sales Process and Buying Behavior	January 17
25	WK 2 Quiz: Case Analysis/Evaluating Relevant Facts	January 24
75	WK 2 Quiz: Case Analysis/Identifying and Analyzing the Problems	January 24
50	WK 2 Quiz: Case Analysis/Building the Pain through Implications	January 24
50	WK 3 Quiz: SPIN Selling	January 31
25	WK 3 Quiz: Bosch Spark Plugs/FAB	January 31
50	WK 3 Assignment: Best Strategies and Communication Methods for Handling Objections	January 31
25	WK 3 Quiz: Science of Persuasion	January 31
25	WK 4 Assignment: Sales Call Worksheet	February 7
75	WK 4 Discussion/Video: Presenting Solutions/FAB with Peer Feedback	February 7

25	WK 4 Assignment: Adaptive Selling Personality Type	February 7
25	WK 5 Assignment: Personal Core Competencies	February 14
100	WK 5 Discussion/Video: Virtual Interview and Peer Feedback	February 14
25	WK 5 Assignment: MyPlan Assessment	February 14
25	WK 6 Assignment: LinkedIn Profile	February 21
75	WK 6 Discussion/Video: Elevator Speech with Peer Feedback	February 21
25	WK 6 Assignment: Networking	February 21
75	WK 7 Assignment: Social Responsibility	February 28
25	WK 7 Quiz: Effective Business Writing and Editing	February 28
100	WK 8: Final Exam	March 7

Requests for Special Consideration

When any student requests special consideration for missing an exam, missing an assignment due date, or any other reason, **written documentation, fully acceptable to the Professor, must be provided in support of such a special request.** This will be required of all students. Without such documentation, the request will be denied. Providing special consideration to a student **without such documentation** discriminates to the favor of the requesting student and to the detriment of all other students who, for example, took the exam on time or turned in the assignment on the due date/time.

Final Grade Appeals, Changes, and Awarding and Removal of an 'Incomplete'

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'.

Grade appeals should follow the proper rules of etiquette after your final grade has posted at the end of the semester. Grade appeals should be filed with the Department of Marketing, Logistics, and Operations Management (MLOM) office.

If you do not agree with the decision of the MLOM Chairperson, you may file a secondary grade appeal that will go to the Dean of the College of Business.

It is not proper etiquette to email or contact the Department Chair or the Dean before the end of the semester regarding your grade. Any such requests will be sent back to your Professor until after grades have posted at the end of the Semester.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course, I consider SPOT to be an important part of your participation in this class. The survey will be made available during weeks 13, 14 and 15[of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email spot@unt.edu.

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors online. Here are some general guidelines:

- Treat your instructor and classmates with respect in email or any other communication.
- Always use your professors' proper title: Dr. or Prof., or if in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to your instructor by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Ariel, Calibri or Times new Roman and use a size 10 or 12 point font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☺.
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or sound offensive.
- Be careful with personal information (both yours and other's).
- Do not send confidential information via e-mail

See these Engagement Guidelines (<https://clear.unt.edu/online-communication-tips>) for more information.

UNIVERSITY POLICIES

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and

sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. Academic dishonesty in the UNT Professional Selling Program courses will result in dismissal from the program.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail Eagle Connect (<https://it.unt.edu/eagleconnect>).

ADA Policy

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and takes remedial action when appropriate.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the [UNT System Permission, Waiver and Release Form](#)

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Student Support Services

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)

- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- UNT Care Team (<https://studentaffairs.unt.edu/care>)
- UNT Psychiatric Services (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- Individual Counseling (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Other student support services offered by UNT include

- Registrar (<https://registrar.unt.edu/registration>)
- Financial Aid (<https://financialaid.unt.edu/>)
- Student Legal Services (<https://studentaffairs.unt.edu/student-legal-services>)
- Career Center (<https://studentaffairs.unt.edu/career-center>)
- Multicultural Center (<https://edo.unt.edu/multicultural-center>)
- Counseling and Testing Services (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- Pride Alliance (<https://edo.unt.edu/pridealliance>)
- UNT Food Pantry (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

- Academic Resource Center (<https://clear.unt.edu/canvas/student-resources>)
- Academic Success Center (<https://success.unt.edu/asc>)
- UNT Libraries (<https://library.unt.edu/>)
- Writing Lab (<http://writingcenter.unt.edu/>)
- MathLab (<https://math.unt.edu/mathlab>)