

---

# MKTG 3010<sub>(007)</sub>

## Introduction to Professional Selling

---

**Summer 5W2 2023**

Instructor: Timothy Smith

E-Mail: [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu)

Phone: NA

Office: NA

Office Hours: **By Appointment Only**

---



### 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 Structure

This Class will be fully online for the Summer 5W2 2023. There are no scheduled class days, or live lectures for the spring semester. I will upload the presentations on a weekly basis, and they will be located under the weekly modules. These lectures will provide more explanation and guidance to the weekly assignments.

The weekly modules will open the Saturday before the upcoming week. I will also push out weekly objective reminders and assignment reminders on a weekly basis.

I highly recommend that you start your work early in the week vs. waiting until the night before an assignment due date. Many of our assignments take an extended time to prepare for and complete before the due date.

## Objectives

Professional Selling is a UNT Core Course. It applies to the following core areas—Discovery, Social, and Behavioral Science.

The objectives of the Professional Selling Course pertain directly to Core Objectives set by the State of Texas. Please review these objectives and note that specific exercises evaluate the success of this course in helping students realize them.

1. To help build your Communication Skills, particularly in the areas of inquiry and persuasion.
2. To help enhance your Empirical and Quantitative Skills.
3. To help develop and test Critical Thinking Skills: determining problems; amassing and evaluating evidence; evaluating context and limitations thereof; developing a proposed course of action; and gaining commitment from a prospect.
4. To help realize your Social Responsibility as a professional person to consider or accommodate perspectives, beliefs, and traditions of others (people, organizations, institutions, nations).

## Textbook and Materials

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

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

### ***Professional Selling***

Deeter, Hunter, Lee, Rich, Mullins, Beeler, Schrock, 2021, Chicago Business Press.

ISBN: 978-1-948426-17-6

## Technology Requirements

- Computer
- Reliable internet access
- Chrome Browser – Submitting assignments on another browser has known uploading issues where the assignments will appear blank after uploading (does not give an error message). This is especially prevalent with Apple/Mac Devices and Safari Browser.

- Speakers
- Microphone
- Webcam
- Zoom
- Adobe
- Plug-ins
- Microsoft Office Suite
- Canvas Technical Requirements (<https://clear.unt.edu/supported-technologies/canvas/requirements>)

## Class Communications

### Canvas

Canvas supports the class administratively as well as delivers some course content. Functions include:

- Syllabus
- Announcements
- Lecture slides
- Additional content
- Online quizzes and assessments
- Grade posting

**Note.** This Canvas course site manages students from ***multiple sections***, so, where necessary, make sure you access the correct information for your instructor.

**You should check Canvas on a daily basis.** This course makes frequent use of the Announcement tool in Canvas to disseminate critical information to the class. In this way, you are cognizant of current information and assignments.

## Email Communication

You may contact me at any time via UNT 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.
- Identify the Section of your class in the body of the email. (This is Section 007).
- Use an appropriate salutation for the recipient, e.g. “Dear Professor Smith or Mr. Smith.
- 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. Your email should not read like a text.
- 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.

**Please send all correspondence via the UNT email system to [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu).**

Emails generated out of Canvas may not receive a timely response since there are multiple professors teaching this class. Canvas emails sent to “All Instructors” and/or “All Teaching

Assistants” will not receive replies.

**The best way to schedule a conference** is to suggest an appointment time via email to timothy.smith@unt.edu. Remember this course is online so all conferences will be by Zoom.

## Policies

### Course Expectations

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 to show up to 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 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 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 important aspects of succeeding in this class, your own health, and those of others in the community, are much more important.

### Late Submissions

Students are expected to turn in assignments on time. With this being an accelerated summer session, **no late work will be accepted.**

Please pay attention to the deadlines given in presentations, and notifications in Canvas. Extensions to deadlines will only be given with a University approved excuse that is submitted through the Dean of Students. Please copy me on your correspondence with them to ensure their reply is copied to me also.

## Course Components

There are several components described below that make up your total grade.

### ***Resume Project – Extra Credit***

The Resume Project requires you to develop a resume that addresses the anticipated needs of a prospective employer. To complete the resume, you will develop career goals and inventory your job skills. This exercise will help you evaluate yourself as a marketable product for a job or internship.

A critical part of this project is the Resume Review Labs provided by the UNT Career Center. The Resume Review Labs will be offered throughout the semester. Timely registration and attendance at one of the Resume Review Labs is a non-negotiable component of this project. Your grade for this assignment will be assigned by the Career Center advisors working with you on your resume.

Students will pre-register for a lab session on Handshake. It is the student's responsibility to register in a timely manner and to update the resume using the approved Career Center template prior to attending the Resume Review Lab.

After updating and fine-tuning your resume, you will submit the finalized resume for grading along with documentation from the UNT Career Center verifying your attendance at the Resume Review Lab and the Career Center's approval of the final resume.

A professional resume is the first impression a candidate makes on a potential employer. It is critical that all students complete a detailed, professionally written resume in order to secure the desired career position upon graduation.

### ***FedEx Office Case Study Analysis***

The purpose of the FedEx Office Exercise is to help you develop Critical Thinking skills. To that end, aspects of the case study exercise tap your abilities in the following areas:

1. Your ability to *discern relevant facts* or data, including your own FedEx Office solutions.
2. Your ability to *evaluate (process, synthesize, or manipulate) relevant facts* or data.
3. Your ability to *deduce conclusions (interpret)* from relevant facts or data.
4. Your ability to *identify a primary problem or need* from a situation or set of information.
5. Your ability to *interpret data, needs, problems, and parameters* associated with a situation.
6. Your ability to *elucidate assumptions you make* as well as to identify contextual characteristics and limitations associated with the data you used to evaluate the situation.
7. Your ability to *construct a presentation that advocates a solution* to a key problem or need.
8. Your ability to *project the implications of your suggested solution*—its effects on parties involved over the long run.

### ***Sales Call Solutions Video Presentation***

The purpose of this exercise is to help you develop your communication skills. The exercise draws on the organizational pattern SPIN used in the Professional Selling (MKTG 3010) class. To that end, you will want to exert the following skills as you work this exercise:

1. Your ability to *ascertain a communicative context* (audience, purpose, and focus).
2. Your ability to *implement a communication structure* (Situation –Problem – Implication - Need) to enhance the accuracy of your communication with another.
3. Your ability to *communicate in a situation where you seek to inquire and persuade*—following a disciplinary convention characteristic of a professional selling role.
4. Your ability to develop *relevant content or information gained from your prospect*—to isolate primary problems and specific needs.
5. Your ability to *perform a communication skills exercise* by executing a process you learn in class. The goal of the process is to help the prospect evaluate his or her situation in light of the needs isolated and arrive at a next step or a solution that addresses each need. Having addressed each need in terms of a possible solution, you will attempt to *gain commitment to a specific action* (e.g., review a proposal, secure further information).

### ***Social Responsibility Exercise***

The purpose of this exercise is to help you develop and evaluate your ability to understand and gain insight into others and your own viewpoints as to social responsibility. To that end, you will want to engage the following skills as you work through this exercise.

1. Engage your *ability to characterize, understand, and adapt to another's cultural perspectives and viewpoints as well as your own cultural viewpoint*.
2. Engage your *ability to empathize with another's cultural perspective and viewpoints--including expressing your understanding*.
3. Engage your *ability to relate the perspective of the 'whole' community--touching on the needs of various constituencies: economic, cultural, political, and environmental*.
4. Relate *your involvement and reasoning for your involvement in affairs and events intended to benefit others (community-based involvement)*.
5. Relate your belief structure concerning *your impact on others well outside your own domain of contact---emphasizing biases on your part that necessitate thought and adjustment on your part*.

### ***Virtual Interview Project and Elevator Speech***

The Virtual Interview Project is a videotaped interview for a desired employer. To prepare for the interview, you will be provided five questions that an interviewer from the target company is likely to ask and develop appropriate answers in a self-recorded video format.

You will also self-record a videotaped Elevator Speech that you, as a job candidate, could utilize during a networking event.

## Quizzes/ Exams

There are five quizzes and one final exam in course covering the course material and concepts.

## Grading Plan

Your final grade will be determined by your final point count at the end of the semester as recorded in your Canvas Gradebook. **Your final point count divided by the total number of points available for the course will provide the percentage to be applied to the Grading Scale below.** No exceptions to this rule will be considered. The total number of points available is not posted here because that number is subject to fluctuation during the course.

### Grading Scale (A-F)

A =  $\geq$  90.00%

B =  $\geq$  80.00%

C =  $\geq$  70.00%

D =  $\geq$  60.00%

F =  $<$ 60.00%

Using the information laid out in this syllabus, you can determine ***at the beginning of the semester*** the amount of time and effort you need to input to achieve your desired grade. You can and should earn an A or a B in this course if you input a suitable level of effort and thought. Most of the course content is skill and participation oriented. Your input to the course determines what you take away.

### Extra Credit Opportunities

One extra credit assignment will be offered this summer session. The Resume Review Project is worth 100 points (one full letter grade).

### Grading Challenge Policy

Should you believe that there is a grading error for a particular activity, you may make a grade “challenge”. This grade “challenge must be made *in writing* to your instructor *no more than 48 hours (two days)* after the grade is posted and should specify why you believe the grade is incorrect. **Challenges made after this time will not be accepted and your grade will stand as recorded.**

## 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 office.

If you do not agree with the decision of the Marketing 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 e-mail or contact the Department Chair or the Dean before the end of the semester in regard to grades.*** Any such requests will be sent back to your professor until after grades have posted at the end of the semester.

## Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

In order to have a valid technology excuse, you must first contact the help desk and have a documented case Ticket ID with an explanation of your problem and they will determine if this was due to a Canvas issue.

Keep in mind that Chrome is compatible with Canvas, while Safari and many Apple products are not.

**UIT Help Desk:** [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

**Phone:** 940-565-2324

**In Person:** Sage Hall, Room 130

**Walk-In Availability:** 8am-9pm

**Telephone Availability:**

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

**Laptop Checkout:** 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

## 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 Center for Student Rights and Responsibilities 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. The Code of Student Conduct can be found at <https://policy.unt.edu/policy/07-012>

## Academic Integrity Notice

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and

legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

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.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, and research papers and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is also considered as plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials, if any, may be used on the tests and exams.

Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual’s exam is academic dishonesty and will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student.

## **Emergency Notification and Procedures**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

## **Emergency Evacuation Procedures for Business Leadership Building:**

### ***Severe Weather***

In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

### ***Bomb Threat/Fire***

In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

## **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, religion, 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 investigates and takes remedial action when appropriate.

## **Student Perception of Teaching**

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto: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 \(http://spot.unt.edu/\)](http://spot.unt.edu/) or email [spot@unt.edu](mailto:spot@unt.edu).

## Schedule

A detailed course schedule will be published separately. This schedule is a guideline and I reserve the right to make revisions (dates of presentations and/or deliverables) to accommodate special or unforeseen events.

**PLEASE CHECK CANVAS REGULARLY FOR ANY DUE DATE CHANGES. DUE DATES IN CANVAS SUPERSEDES SYLLABUS DATES.**