

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 87.62Z – INTRODUCTION TO SELLING
FALL 2017, CRN 21223
INSTRUCTOR: Dionne Morgan
E-Mail: morgandionne@fhda.edu

Instructor/Contact Info:

Professor Dionne Morgan; Office Hours via e-mail every Monday and Wednesday from 6-7pm. E-mail address is morgandionne@fhda.edu

Student Learning Outcomes (SLO)

- Communicate to others not just the details, but the benefits of an idea, product or service.
- Negotiate in a way that allows resolution of disagreements based on mutual interests, not win-lose positions.
- Explain how business to business sales transactions are constructed and executed.

Course Objectives

- A.** Formulate a personal selling philosophy.
- B.** Create a customer relationship strategy.
- C.** Explain the concept of product strategy.
- D.** Analyze buyer behavior.
- E.** Formulate a prospecting strategy.
- F.** Formulate customer presentation strategies.
- G.** Plan time and self-management programs.
- H.** Contrast different customer communication styles.
- I.** Describe the process of sales force management.
- J.** Formulate a value proposition.

Required Materials:

- Textbook: “The Power of Selling”, Version 1.1. Author: Kimberly Richmond, <https://students.flatworldknowledge.com/course?cid=2559503&bid=2552765>
- Internet access, including the ability to view videos online, is required.
- Ability to save files as .pdf (Adobe Acrobat)
- Personal e-mail address

Course Requirements:

This course will require approximately 5-8 hours of individual work per week, depending on your reading speed.

1. Students who decide to drop the class at any point must handle the drop procedure with the college themselves.
2. Read the textbook assignments for each week.
3. Be active online at least once a week. Being active includes taking quizzes, submitting papers and posting to the Discussion Forum.
4. You must post at least one comment to the Online Discussion Forum per assigned week. Comments must be substantive. A response of “I agree” or “I disagree” is not considered substantive.
5. Papers should be double-spaced, 12-point font. File format should be MS Word (.doc, .docx), MS PowerPoint (.ppt, .pptx) or PDF. **Note: Documents saved in Pages or Keynote format will not be graded.**
6. Complete the Sales Presentation.
7. Pass two online quizzes.
8. You **MUST** be courteous and respectful to your classmates at all times. No inappropriate language is allowed. Any violation will result in you being dropped from the course immediately.

Grading Policy:

Each student's course grade will be calculated as a **weighted average** of 4 grade components, with the weights as follows: **No credit is given to exams or discussion forums after their published due dates.**

Component	Points	Weight
Quiz #1 (30 questions)	300	30%
Quiz #2 (30 questions)	300	30%
Online Discussions (30 points each)	150	15%
Sales Presentation Assignments (50 points each)	250	25%
Total Points	1000	100%

5 points per week will be deducted from all late sales presentation assignments. **No credit is given to exams or discussion forums after their published due dates. Late assignments submitted after week 10 will not be graded.** Letter grades will be assigned to students based on their total course grade, which is calculated as a weighted average of the grading components, as described above. There are no extra credit assignments.

Weighted Average Course Grade	Letter Grade
99% or above	A+
92-98%	A
90-91%	A-
88-89%	B+
82-87%	B
80-81%	B-
78-79%	C+
70-77%	C
67-69%	D+
58-66%	D
55-57%	D-
Below 55%	F

Academic Integrity Policy:

Students who cheat on the course work, help another person cheat on the coursework, turn in work which is not their own, or plagiarize will immediately receive a failing grade in this course and their names will be reported to the Dean of Instruction of De Anza College.

Accessibility

If you have a disability-related need for reasonable academic accommodations or services in this course, **provide Professor Dionne Morgan with a Test Accommodation Verification Form (also known as a TAV form)** from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC).

Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753 DSS main number) or EDC advisor (864-8839 EDC main number).

Technical Support

For Technical Support, go to the Help Menu in Canvas. There is a Canvas Student Guide, a place to open a ticket, and technical support phone numbers available in the menu.

Lesson Plan

Please read the instructions online for each assignment to determine the due dates.

Date	Assignment
WEEK 1	Reading: Read chapters 1 and 2
WEEK 2	Reading: Read chapters 3 and 4
	Online Discussion #1
WEEK 3	Reading: Read chapter 5
	Sales Presentation Assignment #1
WEEK 4	Reading: Read chapter 6
	Online Discussion #2

WEEK 5:	Reading: Read chapter 7
	Sales Presentation Assignment #2
WEEK 6:	Reading: Read chapter 8
	Quiz #1
	Online Discussion #3
WEEK 7:	Reading: Read chapter 9
	Sales Presentation Assignment #3
WEEK 8:	Reading: Read chapter 10
	Online Discussion #4
WEEK 9:	Reading: Read chapters 11
	Sales Presentation Assignment #4
WEEK 10:	Reading: Read chapter 12
	No written assignment. This is the last day to submit late assignments with 5 points deducted per late week.
WEEK 11:	Reading: Read chapter 13
	Online Discussion #5
WEEK 12:	Reading: Read chapter 14 and 15
	Quiz #2
	Final Sales Presentation Assignment

Note: This syllabus provides a general summary of the course. Any updates will be communicated to students via the news and announcements area of the online course.