

## **SELLING**

**MMT 1313**

**COURSE TITLE:** Selling

**INSTRUCTOR:** Dr. Joshua Carroll – Business & Marketing Management Technology

Office location: 119

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Office Hours: by phone during normal business hours

**COURSE DESCRIPTION:** Basic principles and techniques of salesmanship and their practical application. Topics include basic elements of consumer behavior, developing selling strategies, closing and servicing a sale, and developing consumer relation.

**PREREQUISITES:** None

**SEMESTER CREDIT HOURS:** 3

**REQUIRED TEXT:** ABC's of Relationship Selling 10<sup>th</sup> Ed. by Charles Futrell.

**STUDENT LEARNING OUTCOMES:**

1. Develop and execute effective promotion through personal selling.
2. Identify the various selling positions available and the duties and responsibilities of each.

1. Identify the personality traits/qualifications needed by successful salespeople, including honesty and business ethics.
1. Determine the steps in the buying and selling process.
2. Apply those steps to the selling process.
3. Apply appropriate responses to rejections, depending upon psychological types
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1. Analyze the forces influencing buyer behavior.
2. Recognize the importance of customer service in the selling process.
3. Recognize the role of telemarketing and other technologies in the buying/selling process.
1. Develop an effective selling strategy, including a knowledge of the product, the company, suggestive selling, and the competition.
1. Determine the role of selling in today's market-driven economy.
2. Prepare and execute an effective sales presentation
3. Create presentations through the use of multimedia.
4. Assess student presentations.

**GRADING POLICY:**

Grades for this course will follow the standards published in the EMCC Catalog.

A	90-100
B	80-89
C	70-79
D	60-69
F	59 and below

## **CLASS ATTENDANCE**

All students are expected to attend class. If circumstances require an absence, then students should note that all absences are either excused or unexcused. Excused absences are those incurred when students miss class due to personal illness, family death, inclement weather, officially representing the college, serving on jury duty, participating in military activities, or fulfilling approved legal requirements. All excused absences must be verified through proper documentation. Up to 20% of classroom work may be made up within a reasonable time frame for excused absences. Absences for reasons other than those defined above shall be considered unexcused.

Students who enter a class meeting late during the first 10 minutes will be counted as tardy. Three tardies constitute an unexcused absence. Students who enter a class meeting later than 10 minutes will be assigned an unexcused absence. Likewise, students who leave a class meeting early without the approval of the instructor will be assigned an unexcused absence.

A student will be administratively withdrawn with the instructor notifying the appropriate Office when the total number of unexcused absences per week exceed two for a class that meets once per week or for an intensive class, four for a class that meets twice per week, six for a class that meets three times per week, eight for a class that meets four times per week, ten for a class that meets five times per week, and as prescribed by the nature of other courses not covered above.

Students enrolled in Career & Technical Education programs should be aware that most of these programs have additional attendance requirements that are outlined in the respective program guidelines or syllabi.

A student who is administratively withdrawn due to excessive unexcused absences prior to the posted withdrawal date on the academic calendar will be assigned a grade of "W." A student who is administratively withdrawn after the posted withdrawal date will be assigned a grade of "WF." A student who wishes to appeal an administrative withdrawal due to excessive unexcused absences must do so in writing to the appropriate dean within one week of the withdrawal date.

Some career and technical programs must adhere to strict attendance standards required by the state of Mississippi for certification. For these attendance policies, please see the program or departmental handbooks or syllabi.

## **HONESTY POLICY:**

A hallmark of any profession is integrity and honesty. Academic honesty is expected of all students; therefore, students are expected to accomplish their own individual work. Academic misconduct includes, but is not limited to, deceptive acts such as the following:

1. plagiarizing from any source
2. cheating in any manner on tests, papers, reports, etc.
3. turning in work as their own when, in fact, it was not their work
4. improperly using technology
5. stealing, buying, or selling course materials
6. either impersonating another student during a test or having another

person assume one's identity during a test

1. deliberately conveying false or misleading information
2. reusing some or all of a paper written for previous or other courses (self-plagiarizing)

Students should schedule an appointment with the designated DSS staff member on their respective campus to establish a plan for reasonable accommodations and services.

Scooba Campus: Maggie Dale (662) 476-5048      or (662) 476-5000

Golden Triangle Campus: Cathy Kemp (662) 243-1979      or (662) 243-1900

### **Testing Policy**

All exams, tests and quizzes will be proctored with no tolerance for cheating. There are exceptions to this standard only at the discretion of the instructor.

### **METHODS OF INSTRUCTION:**

The methods of instruction used for this course may include any or all of the following:

1. Lecture/discussion
2. Classroom assignments
3. Outside assignments
4. Research

### **EVALUATION TOOLS:**

Evaluation tools used for this course may include any or all of the following:

1. Classroom assignments
2. Attendance
3. Tests & Final Exam
4. Project

**REQUIRED EQUIPMENT/MATERIALS/SUPPLIES:**

Students are responsible for their own calculators, notebooks, folders, pens/pencils, and any

other material needed to complete assignments and projects.

**EVALUATION:**

Mid-Term Exam	20%
Final Exam	40%
Project	10%
Participation/Att.	10%
Quizzes	20%

**STATEMENT OF AUTHORITY:**

The instructor reserves the right to remove from the classroom any student whose conduct is

disruptive to the learning process.

**OFFICE HOURS:**

TBA

**TRANSFER CREDIT:**

Transfer of this course is dependent upon individual institution transfer policy.

**ADDITIONAL POLICIES:**

See the Business & Marketing Management Technology Class Policies handout.

**East Mississippi Community College is committed to assuring that the College and its programs are free from discrimination and harassment based upon race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, gender identity, genetic information, status as a U.S. veteran, or any other status protected by state or federal law**

The following person has been designated to handle inquiries regarding the non-discrimination policies:

Theresa Harpole  
District Director of Human Resources  
P.O. Box 158 Scooba, MS 39358

662-476-5274      tharpole@eastms.edu