MARKETING 3410 – CONSULTIVE SELLING
Spring 2010  Mondays & Wednesdays 12:40 – 2:05 PM  Room - FCB 267

Instructor: Mr. John E. Cicala, Ph.D. (abd)
Office/hours: 359 FCBE /Wednesdays: 8:30 – 11:30 am
E-mail: jcicala@memphis.edu

Course Overview:
The course is designed to familiarize upper-division undergraduate students with the basics of personal, or business-to-business (B2B), selling. Topics including career opportunities, prospecting, qualifying, relationship building, technology, communications, presentation techniques, and ethics will be covered. Students will be expected to demonstrate a mastery of the materials by making an in-class sales presentation as their semester project.

Class Protocol:
As students at the University of Memphis, you are expected to abide by the University’s policies on classroom and academic behavior as defined in the school handbook available through the University’s web site. You are to act in a professional and respectful manner towards everyone in the classroom with you during class meetings – no exceptions. Noncompliance with this expectation will not be allowed.

Attendance/Timeliness:
Both are required. Given that this section begins close to lunchtime, being on time may be difficult at first. Therefore, no penalties will be assessed for the first two weeks of the course. However, beginning February 1, a one-point deduction from your final point total will be assessed for every late arrival. A five-point deduction will be assessed for every absence. If your personal schedule conflicts with class meeting time and would cause you to miss multiple classes, please seek other options for this time during the semester.

DURING CLASS MEETINGS: NO FOOD IN CLASS (NON-ALCOHOLIC BEVERAGES ARE ALLOWED); LAPTOPS AND OTHER PERSONAL COMMUNICATION DEVICES ARE TO BE TURNED OFF.

STUDENT DISABILITY SERVICES (SDS) – Students with disabilities who present a memo from SDS will be provided reasonable and appropriate accommodations.

Textbook:
Grading:
Five semester tests @ 100 points = 500 points.
One semester project @ 100 points = 100 points.
Final Grade is based on number of points earned out of possible 600 points:
   “A” = 540 points   “B” = 480 points   “C” = 420 points   “D” = 360 points

Approximate Class Calendar (subject to change if, and as, necessary)
January
  18  No class meeting
  20  First class meeting - Introduction
  25  The Field of Selling, pt. 1
  27  The Field of Selling, pt. 2
February
  01  Ethical Issues in Selling
  03  Legal Issues in Selling
  08  TEST
  10  Buying Behavior & Processes
  15  Communications
  17  No class meeting
  22  Adaptive Selling
  24  TEST
March
  01  The Selling Process, pt. 1
  03  The Selling Process, Pt. 2
  08  Spring Break
  10  Spring Break
  15  The Selling Process, pt. 3
  17  The Selling Process, pt. 4
  22  The Selling Process, pt. 5
  24  The Selling Process, pt. 6
  29  TEST
  31  Sales Management, pt. 1
April
  05  Sales Management, pt. 2
  07  Sales Management, pt. 3
  12  TEST
  14  Presentation Work Day
  19  Presentations
  21  Presentations
  26  Presentations
  28  Presentations (Last Day of Classes)
May
  05  FINAL EXAM  10:00 a.m. – 12:00 p.m.