Course Syllabus
MKTG3410 001 – Building Buyer Seller Relationships
9:40-11:05 pm TR, FCB 267
Fall, 2017
3.0 Credit Hours

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Office: FEC room 147
Office Hours: 12:30-2:30 pm TR and by appointment

Course Overview
Basics of selling skills; the partnership process, ethics, buying behavior, communications, building relationships, managing time, territory, and career with video situations and role playing self-observations.

Pre-Requisites/Co-Requisites:
There are no pre-requisites to enrolling in this course. In general, it is assumed students have completed the requirements in the Fogelman College of Business and Economics.

Required Texts (and Related Materials):

Location of Course Materials:
All course materials are located on the eCourseware website at: https://eCourseware.memphis.edu.

Course Objectives:
The basic objectives for this course are:

• For you to gain an understanding of personal selling as a major function within marketing, the promotion promotional mix of a firm, and the Business-to-Business (B2B) marketplace.
• To improve your communication ability with B2B customers.
• To familiarize you with the principles of professional selling in a B2B market.
• To enable you to develop selling/communication skills.
• To enable you to develop relationship building skills.
• For you to consider a career in sales.
• Help you feel more comfortable speaking in a group setting/self confidence

**Fogelman College: Learning Outcomes for Your Degree**

This course is designed to help you meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program:


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**Course Methodology**

Classes will be a combination of discussion, various exercises (conducted both inside and outside of the classroom), and lectures. Class participation is an important part of the course. Your participation and attendance is expected. We can learn from each other by sharing our business experiences with each other.

**Professor’s Expectations:**

Since class participation is an important part of the course, your participation and attendance is expected. You should assist the professor in creating a positive supportive environment for learning by staying engaged in the course and actively participating in class discussions. **No laptops or cell phones** during class. If you take class notes on your laptop, please let me know.

**Student's Expectations:**

In my role as your instructor, there are certain things you can expect from me including: well organized and engaging learning experience, response to emails within two business days, and feedback on all work submitted within 7-10 calendar days.

**Grading and Evaluation Criteria**

Over the semester, you will have a variety of opportunities to earn points towards your final letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grade will be computed.

**Final Course Grades**

Final course grades are earned according to the following:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>495-550</td>
<td>A</td>
</tr>
<tr>
<td>440-494</td>
<td>B</td>
</tr>
<tr>
<td>385-439</td>
<td>C</td>
</tr>
</tbody>
</table>
330-384 D
Under 330 F

Summary of Graded Activities

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
</tr>
<tr>
<td>Exam 4</td>
<td>100</td>
</tr>
<tr>
<td>Role Play Presentation- Seller</td>
<td>100</td>
</tr>
<tr>
<td>Role Play Presentation- Buyer</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>550 pts.</td>
</tr>
</tbody>
</table>

Schedule of Activities

For a complete semester schedule of textbook readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found on a separate page at the end of the syllabus.

Final Exam Schedule

The final exam for this class will be scheduled according to the Registrar’s academic calendar website.

Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive official course correspondence at this email account. Please check this email for this course at least twice a week for updates.

Attendance:

All students are expected to come to class and to stay active and engaged throughout the semester. Attending class and being actively engaged will help you on the course exams and, in particular, with your performance on the essays questions. All students are expected to be in class on time.

Exams:

Multiple-choice and essay questions will be used to test your knowledge of all materials associated with the course, such as text, lectures, and outside examples. Four exams will be given throughout
the semester. **All 4 exams are mandatory.** Reading the assigned textbook chapters and being actively engaged in class is critical for doing well on the exams. Students are required to be on time for all exams.

**Final Exam:**

The final exam is for those students who have missed an exam because of a University approved excuse. Students can also take the final exam to improve a previous exam. The final exam is comprehensive - over the entire course and will be taken during the regularly scheduled final exam period.

**Role Playing Presentations:**

Each student will be required to **present two (2) role playing exercises** to the class. These role plays serve two functions. First, students can try out their selling/communication skills in a friendly environment that will encourage personal growth. Second, these role plays can serve as mini-cases for real-world sales situations in which many of the concepts from class can be applied. **ALL** students are expected to attend each role playing exercise and to contribute to the exercise via both the seller and the buyer role. Students will present the two role plays during different days of the semester.

**In Class Discussions:**

Each student will be required to take an active role and lead the class in discussing "**ethical**" and "**thinking it through**" exercises from the textbook. These exercises (oral, not written) will better prepare the students for those day-to-day situations that occur for salespeople. Students are expected to read each chapter before class in order to contribute to meaningful class discussions.

**Adding/Dropping:**

If you have questions about adding or dropping classes, please refer to the Registrar's website.

**Academic Integrity:**

The University of Memphis has clear codes regarding cheating and classroom misconduct. Please refer to the Student handbook section on academic misconduct for a discussion of these codes. **Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website.** If you have any questions about academic integrity or plagiarism, you are strongly encouraged to view the Fogelman College’s Website on Academic Integrity.

**Student Services**

Please access the [FCBE Student Services](#) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance