Course Syllabus
MKTG 3410-002: Building Buyer – Seller Relationships
Spring Semester, 2019
Mondays & Wednesdays 2:20 PM – 3:45 PM, FCB 265
3.0 Credit Hours

(Syllabus current as of 1/8/2019)

Instructor: Gerard ("Jerry") Kelly, PhD Candidate – Business Administration, Marketing

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Cell Phone: (623) 566-1800
Office: FCB #359

Office Hours: FCB 359 is a shared office for all Marketing PhD students; as such, it is not well-suited for meeting with students and/or setting up regular office hours. Please contact the instructor at least 24 hours in advance to arrange to meet at a mutually-convenient time and place in the Fogelman Classroom or Administration Building.

Course Overview:
This course is an introduction to business-to-business (B2B) selling skills, the B2B partnership process, building relationships, B2B buyer behavior, communications, ethics, and the salesperson’s time, territory, and career management skills.

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.
• To help you feel more comfortable speaking in a group setting, building self-confidence.
• For you to consider a career in sales.
Pre-Requisites/Co-Requisites:

There are no prerequisite courses for this class. However, some students find that an introductory or principles class in marketing is helpful, as knowledge of some basic marketing topics utilized in this class will be assumed.

Required Text & Other Materials:

1) McGraw-Hill Connect® subscription. You are required to purchase a subscription to McGraw-Hill Connect® (opens in new window). An electronic version (“SmartBook”) of our textbook is provided with this subscription. Our textbook is “Selling: Building Partnerships”, Castleberry & Tanner, 10th edition, McGraw-Hill (2019). Also included with Connect® is access to “LearnSmart”, the adaptive learning tool designed to help you to master the important concepts in each chapter, take the required quizzes, and complete required assignments. If you have not used Connect for another class you will need to create a user ID and password. Please use your official “@memphis.edu” email address to enroll – do not use a personal email account! To access and sign up for our class, click here (opens in new window). The site offers a free two-week access should you need more time to purchase Connect® access.

During the signup process, you will be given the option to purchase only the online version of the course materials described above ($125 for Connect® alone) or you may opt to include – at additional cost – a printed loose-leaf version of the textbook ($216 for Connect + loose-leaf). It is not required that you purchase the combination, though some of you may prefer physical copies of books, so that option is offered. You may also check out The University Bookstore for this combination purchase. Please note the correct ISBN # for this combo pack. As of 1/7/19, the U of M bookstore is listing only an eBook or a hardcopy rental, and neither includes the required access to Connect®. The proper ISBN# is 9781260276985 and the bookstore does not yet display this option, nor the price. This will hopefully be corrected soon.

Please check with the financial aid office, as you may be required to purchase your textbooks from The University of Memphis University Bookstore for them to be covered in your aid package!

Location of Course Materials, Homework Assignments, Announcements, Quizzes, etc.:

As mentioned above, the textbook, quizzes, and other assignments are provided on McGraw-Hill Connect® (opens in new window). An early draft of our scheduled class activities is provided starting on page 4 of this syllabus; however, this schedule is subject to change. An up-to-date course schedule, with reading, quiz, and assignment due dates, as well as additional materials that may be utilized in the course (i.e., the publisher’s PowerPoint slides) will be provided by your instructor on the eCourseware website (opens in new window). Should there be a conflict between this syllabus and what is posted on eCourseware regarding assignments/exams/dates, assume that eCourseware is more up-to-date and that it will be the governing resource.

Fogelman College: Learning Outcomes for Your Degree:

This course is designed to help you to 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 degree program.

• BBA Program Outcomes (opens in new window)
• BBA in Accounting Program Outcomes (opens in new window)
Course Format & Methodology

The course format will consist of assigned readings and quizzes, four (4) exams, daily in-class discussions, simulations, and two (2) video-recorded role-playing exercises. This course format allows for maximum student interest, involvement, and responsibility. Please note that your instructor reserves the right to change the course format, schedule, and the grading components and their weights, at his sole discretion, based on his assessment of the students’ capabilities and other circumstances that may arise.

Assigned readings, quizzes, assignments, and simulations will be conducted through McGraw-Hill Connect®. This interactive learning system allows for an individually-tailored learning environment that adapts to your understanding of the material. Your chapter quizzes and other assignments are also found in Connect®. You will be expected to read the chapter material and take the chapter quizzes before the class in which we will discuss them. Assignments and due dates can be found on eCourseware website (opens in new window) and McGraw-Hill Connect® (opens in new window).

This is not a “lecture” class. Our twice-weekly class-time meetings will be spent discussing highlights of the material you read and took a quiz on prior to class. Class time may also be spent on other activities, such as videos, impromptu role-plays, team exercises, etc. related to the subject matter.

Exams will be administered in class. Four exams are scheduled. Exams may consist of any combination of multiple-choice, True/False, matching, fill-in, and/or short essays. At the instructor’s discretion, your lowest exam grade of the four may be dropped, provided that you have taken all four exams. In other words, an unexcused absence for missing an exam means that a grade of “0” will be given and it will count and not be dropped!

Finally, each of you will participate in two role-play exercises toward the end of the semester; in one role-play, you will play the part of the buyer and you will play the role of the seller in the other. These role-plays will be scheduled for the last two weeks of class, either during or outside of class time (as needed) and will they be video-recorded.

Professor’s Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course. Specifically, you are expected to complete the required readings and associated quizzes before the class in which we will discuss them. You will be expected to be prepared to participate in class discussions. Additional expectations are outlined in the section “Classroom and Related Behavior” at the end of this syllabus.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: a well-organized and engaging learning experience, exams graded and returned within two class meetings, responses to emails within one business day, and feedback on any other work submitted in a timely manner.

Grading and Evaluation Criteria*

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed. Your overall grade for the semester is based on how well you perform on a mixture of formal activities including LearnSmart’s assessment of your
understanding of the reading assignments, quizzes, exams, attendance, class participation, and the role-play exercises, per the summary table on the next page.

**Summary of Graded Activities:**

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

<table>
<thead>
<tr>
<th>Grading Component</th>
<th>% of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams 1 – 4 (top 3 scores)</td>
<td>30</td>
</tr>
<tr>
<td>Connect® LearnSmart assessments, quizzes, and assignments</td>
<td>30</td>
</tr>
<tr>
<td>Role-play exercises (10 pts. as buyer, 20 pts. as seller)</td>
<td>30</td>
</tr>
<tr>
<td>In-class participation</td>
<td>10</td>
</tr>
<tr>
<td>Attendance (max. bonus points)</td>
<td>5</td>
</tr>
<tr>
<td><strong>Maximum Total Possible:</strong></td>
<td><strong>105</strong></td>
</tr>
</tbody>
</table>

**Final Course Grades:**

Final course grades are earned as outlined above and are based on the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Final Grade</th>
<th>Point Range</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 – 105</td>
<td>A+</td>
<td>77 – 79</td>
<td>C+</td>
</tr>
<tr>
<td>93 – 96</td>
<td>A</td>
<td>73 – 76</td>
<td>C</td>
</tr>
<tr>
<td>90 – 92</td>
<td>A-</td>
<td>70 – 72</td>
<td>C-</td>
</tr>
<tr>
<td>87 – 89</td>
<td>B+</td>
<td>67 – 69</td>
<td>D+</td>
</tr>
<tr>
<td>83 – 86</td>
<td>B</td>
<td>60 – 66</td>
<td>D</td>
</tr>
<tr>
<td>80 – 82</td>
<td>B-</td>
<td>Below 60</td>
<td>F</td>
</tr>
</tbody>
</table>

**Tentative Schedule of Activities**

<table>
<thead>
<tr>
<th>Week/Dates</th>
<th>Textbook Chapters</th>
<th>Reading, Homework, Quiz, and Exam Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 14, 16</td>
<td>~ 1</td>
<td>• Instructor/Student introductions, review syllabus</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Discuss Ch. 1 – Selling and Salespeople</td>
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<tr>
<td><strong>Week 2:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 21 (MLK holiday, no class)</td>
<td>1 2</td>
<td>• Ch. 1 reading and quiz due prior to class</td>
</tr>
<tr>
<td>January 23</td>
<td></td>
<td>• Ch. 2 reading and quiz due prior to class</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Discuss Ch. 2 – Ethical and Legal Issues in Selling</td>
</tr>
<tr>
<td>Week/Dates</td>
<td>Textbook Chapters</td>
<td>Reading, Homework, Quiz, and Exam Schedule</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| Week 3:        |                   | ▪ Ch. 3 reading and quiz due *prior to class*  
▪ Discuss Ch. 3 – *Buying Behavior and the Buying Process*  
▪ Ch. 4 reading and quiz due *prior to class*  
▪ Discuss Ch. 4 – *Using Communication Principles to Build Relationships* |
| January 28, 30 | 3, 4              |                                                                                                                                  |
| Week 4:        | 1 – 4             | ▪ **Exam 1: Chapters 1 – 4**  
▪ Ch. 5 reading and quiz due *prior to class*  
▪ Discuss Ch. 5 – *Adaptive Selling for Relationship Building* |
| February 4, 6  | 5                 |                                                                                                                                  |
| Week 5:        | 6, 7              | ▪ Ch. 6 reading and quiz due *prior to class*  
▪ Discuss Ch. 6 – *Prospecting*  
▪ Ch. 7 reading and quiz due *prior to class*  
▪ Discuss Ch. 7 – *Planning the Sales Call* |
| February 11, 13|                   |                                                                                                                                  |
| Week 6:        | 8, 5 – 8          | ▪ Ch. 8 reading and quiz due *prior to class*  
▪ Discuss Ch. 8 – *Making the Sales Call*  
▪ **Exam 2: Chapters 5 – 8** |
| February 18, 20|                   |                                                                                                                                  |
| Week 7:        | 9, 10             | ▪ Ch. 9 reading and quiz due *prior to class*  
▪ Discuss Ch. 9 – *Strengthening the Presentation*  
▪ Ch. 10 reading and quiz due *prior to class*  
▪ Discuss Ch. 10 – *Responding to Objections* |
| February 25, 27|                   |                                                                                                                                  |
| Week 8:        |                   | **Spring Break, March 4 - 10 – no classes!** |
| March 4, 6     |                   |                                                                                                                                  |
| Week 9:        | 11, 12            | ▪ Ch. 11 reading and quiz due *prior to class*  
▪ Discuss Ch. 11 – *Obtaining Commitment*  
▪ Ch. 12 reading and quiz due *prior to class*  
▪ Discuss Ch. 12 – *Formal Negotiating* |
| March 11, 13   |                   |                                                                                                                                  |
| Week 10:       | 9 – 12            | ▪ **Exam 3: Chapters 9 – 12**  
▪ Ch. 13 reading and quiz due *prior to class*  
▪ Discuss Ch. 13 – *Building Partnering Relationships* |
| March 18, 20   | 13                |                                                                                                                                  |
| Week 11:       | 14, 17            | ▪ Ch. 14 reading and quiz due *prior to class*  
▪ Discuss Ch. 14 – *Building Long-Term Partnerships*  
▪ Ch. 17 reading and quiz due *prior to class*  
▪ Discuss Ch. 17 – *Managing Your Career* |
| March 25, 27   | 17                |                                                                                                                                  |
| Week 12:       | 13, 14, 17        | ▪ **Exam 4: Chapters 13, 14, 17**  
▪ Prepare for Role Plays |
<p>| April 1, 3     |                   |                                                                                                                                  |</p>
<table>
<thead>
<tr>
<th>Week/Dates</th>
<th>Textbook Chapters</th>
<th>Reading, Homework, Quiz, and Exam “Schedule”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 13: April 8, 10</td>
<td>−</td>
<td>• Role Plays</td>
</tr>
<tr>
<td>Week 14: April 15, 17</td>
<td>−</td>
<td>• Role Plays</td>
</tr>
<tr>
<td>Week 15: April 22, 24</td>
<td>−</td>
<td>• Role Plays</td>
</tr>
<tr>
<td>Final Exam:</td>
<td>−</td>
<td>• TBD</td>
</tr>
</tbody>
</table>

*Important Footnote on Grading Evaluation Criteria, Summary of Graded Activities, and Tentative Schedule of Activities*

Your instructor reserves the right to adjust the schedule, course content, grading components, and the grading component weights based solely on his assessment of the class progress.

Circumstances may necessitate changes to the tentative schedule above. For the most up-to-date weekly schedule of readings, assignments, quizzes and exams please refer to the Content > Table of Contents area for this class in the eCourseware website (opens in new window).

**Final Exam & Final Exam Schedule:**

The final exam for this class is scheduled according to the Registrar’s academic calendar website (opens in new window). Per that schedule, we will have our final exam on Wednesday, May 1, 2019, in our normal classroom from 1:00 PM – 3:00 PM. Please note that the content of the final exam is yet to be determined.

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**Course Policies**

**Email:**

All students are required to maintain and access their University of Memphis (“__@memphis.edu”) email account at least once a day. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility, not your instructor’s.

**Attendance Policy:**

While there is no penalty for missing classes per se, you will earn bonus points for attendance (see page 4 of this syllabus). Attendance will be taken daily. Students either not coming to class or arriving late, without a valid and verifiable reason (as determined solely by your instructor), will incur an unexcused absence and not receive attendance credit for that day.
Excused Absences: Truly extenuating circumstances may be taken into account, at your instructor’s discretion, and written proof may be required for an absence to be considered excused. Examples include a doctor’s appointment or a personal or family emergency or medical situation. If you are a member of a college sports team or are involved in other college-sponsored activities, it is your responsibility to let your instructor know well in advance of your scheduling conflicts. Students will still be responsible for all material missed during an excused absence.

Finally, violations of the cell phone/laptop/tablet policy while in class (see Classroom and Related Behavior section below) will also result in an unexcused absence for that day. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future. For further information, please see the “Class Attendance” section of the Registrar’s website (opens in new window).

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to the “Adding and Dropping Courses” section on the Registrar’s website (opens in new window).

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. Should your instructor have evidence that cheating has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Standards for Academic Integrity (opens in new window).

Classroom and Related Behavior:

All students in the course will be considerate of their fellow students and of the instructor. For business people, professional behavior is critical to success. We in the Fogelman College of Business & Economics seek to help you achieve your potential by insisting on professional behavior inside and outside the classroom:

- Cell phone use during class is strictly prohibited. If you will utilize a laptop/tablet/eReader, you must use it appropriately for class-related activity only, such as for Connect® access or note-taking. No texting, emails, social media posts, web-surfing, shopping, doing other homework, etc. during class. Failure to comply will result in an absence for you for that day (see Attendance Policy section above).
- Check your official school e-mail account (“__@memphis.edu”) at least once daily, as it is the official form of communication from your instructor to you, the student. Send emails to your instructor and other students from that account, also, not from a Gmail, Yahoo, etc. account.
- Be punctual for class. Class begins promptly at 2:20 PM and ends at 3:45 PM or when your instructor dismisses you. Do not leave a class or an exam in progress unless it’s an emergency. Please use the restrooms and take care of your phone calls, texts, and social media updates before or after class.
- Remove iPod/MP3/cell phone headsets from ears during class as well as sunglasses (unless medically required, with proof).
- Wear appropriate attire for a business classroom.
- Send professional e-mails, voicemails, etc. When leaving a voicemail, speak clearly, spell your name if it is uncommon, and repeat your phone number. Make sure that your name and course & section are in your emails.
• Discrimination based on (but not limited to) age, race, gender, disability, social class, or sexual orientation will not be tolerated in this class, nor in the Fogelman College of Business and Economics in general. Always communicate respectfully with every one of your fellow students, your faculty members, and the college staff.

For further information, please refer to the Fogelman Code of Professionalism for Students (opens in new window).

Extra Credit:

There are no extra credit opportunities offered in this course. Your final grade will be computed based solely on your work on the assessed activities previously described in this syllabus.

Inclement Weather:

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at (901) 678-0888 as well as through the LiveSafe (opens in new window) app, an emergency alert service for students, faculty and staff, available for Android and iOS devices. This service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather.

Reporting Illness or Absence for an Exam:

Exams and their scheduled dates are taken very seriously. You must notify your instructor at least one (1) week in advance if you must miss an exam due to a school-sanctioned event (sports team, official club, etc.) Should an emergency arise causing the student to miss an exam, it is the student’s responsibility to contact the instructor as soon as possible prior to the exam to discuss the matter, if possible. Your instructor alone will determine if the circumstances warrant offering an alternative exam date to the student or if the student will receive a grade of “0” for that exam, which is ineligible to be dropped.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both the notification and the nature of such change(s) in the News section on the eCourseware website (opens in new window).

Student Services:

Please access the FCBE Student Services (opens in new window) page for information about:

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