Introduction to Sales AAEC 3305 Syllabus

Fall 2019

Dr. Conrad Lyford
conrad.lyford@ttu.edu

Lectures: 3:30 – 4:50 pm TTH, Room 311 Agricultural Sciences

Office Hours: Monday - Thurs 1:00 - 2:00 pm or by appointment.

Prerequisites: Sophomore standing

Introduction to Course:

This course focuses on understanding the processes of selling both as a professional skill set and as a general communication tool. Most professions contain some element of selling from selling your ideas or products, and certainly in a job interview you need to communicate the value you bring. In addition, the course prepares students for careers in sales – a common initial career choice for many students. This class “Introduction to Sales” focuses on experiential learning where students learn by doing. In this, students are directly involved in real world sales activities:

- Spending an entire day with a sales professional to learn about sales (SWAS Project)
- Preparing and giving a sales presentation to a professional salesperson (RSS Project)
- In class sales presentations and activities

It is necessary to complete the SWAS and RSS projects and the RSS sales presentation on November 14th to receive a passing grade in the course.

Course Objectives:

After completing “Introduction to Sales” students will:

1. Be conversant in the language of sales.
2. Have an understanding and appreciation for professional selling.
3. Demonstrate a working knowledge about the psychology of sales.
4. Show how to start selling products and services.
5. Know the five steps of a sale—preparation, opening, presentation, close, and service.
6. Create a sales presentation.
7. Use the sales presentation in an actual sales experience.
8. Understand the opportunities available in sales

Methods for Assessing Learning Outcomes:

Exams, active learning activities, in-class graded and non-graded activities, review sheets of concepts in sales, quizzes, a report on their interview with a sales professional, class discussions, assignments on parts of their sales plan, an assessment of their sales presentation by a sales professional, a self assessment report on their own effectiveness in the sales experience.

Grading:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Midterm exams</td>
<td>200</td>
</tr>
<tr>
<td>1 Final exam (comprehensive)</td>
<td>--</td>
</tr>
<tr>
<td>Quizzes and class participation</td>
<td>75</td>
</tr>
</tbody>
</table>
1. **Exams may be made up only if permission is requested and granted at least one week in advance** for University-sponsored activities, or for illness (or death in the family) verified by a note from a physician or other appropriate individual(s). Any rescheduling of the final exam will follow University policy, and must be cleared with me one week in advance.

2. **Each student is required to complete the SWAS Project and the Final RSS "presentation" assignment and report in order to receive a passing grade.**

3. Each assignment has a designated due date and should be turned in to Blackboard (or in paper if that is expected in the assignment) by that date. **There is a 20% per day discount (20% if not turned in at the beginning of class).** If any assignment cannot be completed on time, consult with the TA or professor in advance of the due date. Successful professionals pay attention to detail. Assignments in this course must be completed in a timely, detailed fashion.

4. Each student will be expected to participate in class sales demonstrations and skits as determined as the semester progresses.

5. Completing the SWAS project means that the SWAS report and the separate salesperson evaluation verifying the activity has been turned in.

6. Completing the RSS project means accomplishing the RSS presentation and turning in an acceptable RSS report.

**Planned Exam Schedule:**

<table>
<thead>
<tr>
<th></th>
<th>Test Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Midterm Exam</td>
<td>October 8</td>
</tr>
<tr>
<td>2nd Midterm Exam</td>
<td>November 21</td>
</tr>
<tr>
<td>Final Exam</td>
<td>4:30-7:00 pm Friday November 10</td>
</tr>
</tbody>
</table>

**Grading Scale**

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>590-665.0</td>
<td>A</td>
<td>Excellent. Professional. Attention to Details.</td>
</tr>
<tr>
<td>538-589.9</td>
<td>B</td>
<td>Good. Usually Professional, Attentive</td>
</tr>
<tr>
<td>455-537.9</td>
<td>C</td>
<td>Acceptable. Often Professional</td>
</tr>
<tr>
<td>380-454.9</td>
<td>D</td>
<td>Poor. Inconsistent and Often Ineffective</td>
</tr>
<tr>
<td>&lt;379.9</td>
<td>F</td>
<td>Failing.</td>
</tr>
</tbody>
</table>

* I reserve the right to "curve" the grades up, but I will not adjust grade levels downward.
Reading Materials:
The required material for the course is:

The coursepack for AAEC 3305 is available at The Copy Outlet, 2402 Broadway (approximately a block and a half west of Tech’s main entrance – corner Ave. X).

Top Hat (www.tophat.com) will be required to be purchased and used in class. Details will be provided.

Class Attendance:
There is a strong correlation between class attendance and performance in this class. To encourage class attendance there will be a graded quiz or class activity every class period which may require purchasing an application for in-class quizzes. In addition, some points are assigned for class participation. You are responsible for all material covered and announcements made in class. Beginning the second week of class, you will have an assigned seat.

Academic Integrity

Academic integrity is taking responsibility for one’s own class and/or course work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching, and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures grades are earned honestly. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. [Texas Tech University (“University”) Quality Enhancement Plan, Academic Integrity Task Force, 2010]

Special Accommodations for Students

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office in West Hall or 806-742-2405.

"Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

Absence due to officially approved trips – The Texas Tech University Catalog states that the person responsible for a student missing class due to a trip should notify the instructors of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed.
DISCRIMINATION, HARASSMENT, AND SEXUAL VIOLENCE STATEMENT:
Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: TTU Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/(Provides confidential support on campus.) TTU 24-hour Crisis Helpline, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.) The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, https://www.depts.ttu.edu/rise/ (Provides a range of resources and support options focused on prevention education and student wellness.) Texas Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/ttpd/ (To report criminal activity that occurs on or near Texas Tech campus.)

CIVILITY IN THE CLASSROOM STATEMENT:
Texas Tech University is a community of faculty, students, and staff that enjoys an expectation of cooperation, professionalism, and civility during the conduct of all forms of university business, including the conduct of student–student and student–faculty interactions in and out of the classroom. Further, the classroom is a setting in which an exchange of ideas and creative thinking should be encouraged and where intellectual growth and development are fostered. Students who disrupt this classroom mission by rude, sarcastic, threatening, abusive or obscene language and/or behavior will be subject to appropriate sanctions according to university policy. Likewise, faculty members are expected to maintain the highest standards of professionalism in all interactions with all constituents of the university.
(www.depts.ttu.edu/ethics/matadorchallenge/ethicalprinciples.php).

LGBTQIA SUPPORT STATEMENT:
Office of LGBTQIA, Student Union Building Room 201, www.lgbtqia.ttu.edu, 806.742.5433 Within the Center for Campus Life, the Office serves the Texas Tech community through facilitation and leadership of programming and advocacy efforts. This work is aimed at strengthening the lesbian, gay, bisexual, transgender, queer, intersex, and asexual (LGBTQIA) community and sustaining an inclusive campus that welcomes people of all sexual orientations, gender identities, and gender expressions.