

GRAYSON COLLEGE
8-week - Course Syllabus
MRKG 2333—Internet Section

Please Note: Due to extenuating circumstances, including public health issues, course and testing delivery methods, instructional schedules, housing contracts, campus procedures and/or operating hours may be altered, interrupted and/or ceased for a limited or extended period of time. Such changes will be posted on the College website.

Course Information

MRKG 2333B01NT Principles of Selling— 100% Internet section

Internet course—Internet assignments between 6 and 11 hours per week— Testing conducted online as per course schedule.

Professor Contact Information

Instructor name:	Dr. Wade T. Graves	E-mail:	Use Canvas
Office Phone:	903-463-8658	Course URL	http://Canvas.grayson.edu
Office Location:	CIS 105, Suite B	Office Hours:	M-R, 8-2 by appointment

Dr. Wade T. Graves is classified as a Scholarly Academic (SA) by the AACSB (Association to Advance Collegiate Schools of Business) under its 2016 and 2020 Business Accreditation Standards.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description – from college catalog

MRKG 2333 – Principles of Selling

Overview of the selling process. Identification of the elements of the communication process between buyers and sellers and examination of the legal and ethical issues of organizations which affect salespeople.

Student Learning Outcomes

Upon completion of the course, the student is expected to be able to:

1. Discuss selling and salespeople and learn how to build partnering relationships.
 2. Discuss ethical and legal issues in selling.
 3. Analyze buying behavior.
 4. Analyze prospecting, planning the sales call, making the sales call, presentation skills, and how to respond to objectives.
 5. Understand how to build long-term partnerships.
 6. Analyze formal negotiation procedures and selling to resellers.
 7. Understand how to learn how to be a manager.
 8. Discuss how to manage a sales career.
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Required Textbooks (ISBN # included) and Materials

1. **Textbook:** *SELL 6th edition* 978-1-337-40800-4. Electronic Textbook with MindTap bundled with it. **—OR—A Cengage Unlimited Subscription (cheaper – See Cengage Unlimited section of this syllabus).**
2. **High Speed Internet Connection.**
3. **Computer Running Windows 8.1 or later for use with MindTap.**
4. **Chrome, Respondus LockDown, and Firefox web browsers for use with Canvas.**
5. **WebCam**

Required Assignments & Academic Calendar

In case of inclement weather, emergency closings, or other unforeseen disruptions to scheduled classes, student must log onto their Canvas accounts for directions on where or how to continue their coursework.

Course Schedule

Week	Topic/Activity	Assignment
1	Introduction to Course Module 1: Chapter 1	DO/READ: Read Chapter 1 TO BE TURNED IN: All material in Module 1 folder – see checklist in folder.
2	Module 2: Chapter 2 & 3	DO/READ: Read Chapters 2 & 3 TO BE TURNED IN: All material in Module 2 folder – see checklist in folder.
3	Module 3: Chapters 4 & 5	DO/READ: Read Chapters 4 and 5 TO BE TURNED IN: All material in Module 3 folder – see checklist in folder.
4	Module 4: Chapter 6	DO/READ: Read Chapter 6 TO BE TURNED IN: All material in Module 4 folder – see checklist in folder.
5	Module 5: Chapters 7 & 8	DO/READ: Read Chapters 7 & 8 TO BE TURNED IN: All material in Module 5 folder – see checklist in folder.
6	Module 6: Chapter 9	DO/READ: Read Chapter 9 TO BE TURNED IN: All material in Module 6 folder – see checklist in folder.
7	Module 7: Chapter 10	DO/READ: Read Chapter 10 TO BE TURNED IN: All material in Module 7 folder – see checklist in folder.

8	Module 8: Final Exam NOTE: Course ENDS Wednesday at 11:55pm!!	DO/READ: Review all material for final exam. TO BE TURNED IN: Complete Comprehensive Final Exam in the Module folder! NOTE: Course ENDS Wednesday at 11:55pm!!
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Methods of Evaluation

Weekly Tests— There will be a test each week in Canvas that will be due on Friday at 11:55pm.

Discussions/Checklists/Attendance – There will be some discussion assignments during the semester in Canvas. The requirements will be posted in Canvas during the week the discussions are due. You will have some checklist assignments toward the end of the semester. Weekly attendance will be based upon your completion of items assigned during the week.

MindTap & Assignments. These are a variety of video, written, and interactive assignments designed to help you understand the material presented in the chapters and test your knowledge.

Comprehensive Final Exam – This exam will be taken online via the course Canvas site. Dates for this exam are included in the Course Schedule above. **NOTE the course end date in RED!**

Grading

Points will be assigned as follows:

Course item:	Percent of Grade
Chapter Tests	30%
Discussions/Checklists	10%
Attendance	10%
Comprehensive Final Exam	20%
MindTap & Assignments	30%
Total Points	100%

The following scale will be used to determine the final grade:

Percentage	Letter Grade
89.5—100%	A
79.5—89.4%	B
69.5—79.4%	C
59.5—69.4%	D
Below 59.5%%	F

All grades will be entered in Canvas as they are completed.

Cengage Unlimited

This course requires **MindTap** from Cengage. **MindTap** is available for purchase on its own, or through [Cengage Unlimited](#), a subscription that gives you access to all your Cengage access codes and online textbooks for \$119.99 per term, \$179.99 per year or \$239.99 for two years. No

matter how many Cengage products you use, they are included in Cengage Unlimited at no additional cost.

Prefer print? You also get a textbook rental with your activation through Cengage Unlimited for \$7.99 + free shipping and the option to purchase a loose-leaf version of your textbook, which you can keep. Cengage Unlimited is available in the bookstore or at cengage.com/unlimited.

To access your course materials and explore Cengage Unlimited, log in to Canvas and navigate to the “Setting Up Mind Tap” module. When prompted, create or log in with your Cengage account and follow the prompts to complete the registration process.

Methods of Instruction

MRKG2333B01NT is an Internet class. Students will be responsible for completing the video assignments, writing assignments, discussions and exams any time during the week they are assigned. Exams will be taken via the course Canvas shell according to the class schedule above.

Course & Instructor Policies

Extra Credit—Not available.

Late Work—Due dates are provided for all assignments. All deadlines are absolute and are designed to teach an important workplace competency. Late work will NOT be accepted.

Missed exams/assignments—If you miss an exam or assignment, you will receive a zero for that item. NO MAKE-UP work is available.

Attendance—Students are expected to log in daily during the week to work on their assignments.

Dropping the Class --- Students are required to meet with me in person before I will sign a drop slip.

Class Attendance

Academic success is closely associated with regular classroom attendance and course participation.

All successful students, whether on campus or online, are expected to be highly self-motivated.

All students are required to participate in courses regularly and are obliged to participate in class activities and complete and submit assignments following their professors' instructions.

Students taking courses during compressed semester time frames such as minimester, summer sessions, and mid-semester should plan to spend significantly more time per week on the course. Responsibility for work missed because of illness or school business is placed upon the student. More than two (2) absences are considered to be excessive. In addition, students' eligibility to receive financial aid or live in a College dormitory can be affected by withdrawal from courses. When withdrawal occurs, any tuition refund would be made in accordance with state regulations.

Student Conduct & Discipline

Students are expected to maintain proper classroom decorum. When working with professors, staff, and other class members, students should always exercise respect, kindness, truthfulness, cooperation, and responsibility. If a student does not maintain proper classroom decorum, he/she will be asked to leave the classroom and, in extreme circumstances, the student will be referred to Student Life for further sanctions.

Cell phones—My policy is that cell phones be silenced and not be used during class. Any student caught texting or using their cell phone during class will be asked to leave the class.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic Dishonesty, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the college's policy on plagiarism (see GCC Student Handbook for details). Plagiarism is a form of scholastic dishonesty involving the theft of or fraudulent representation of someone else's ideas or words as the student's original work. Plagiarism can be intentional/deliberate or unintentional/accidental. Unintentional/Accidental plagiarism may include minor instances where an attempt to acknowledge the source exists but is incorrect or insufficient. Deliberate/Intentional plagiarism violates a student's academic integrity and exists in the following forms:

- Turning in someone else's work as the student's own (such as buying a paper and submitting it, exchanging papers or collaborating on a paper with someone else without permission, or paying someone else to write or translate a paper)
- Recycling in whole or in part previously submitted or published work or concurrently submitting the same written work where the expectation for current original work exists, including agreeing to write or sell one's own work to someone else
- Quoting or copy/pasting phrases of three words or more from someone else without citation, • Paraphrasing ideas without citation or paraphrasing incompletely, with or without correct citation, where the material too closely matches the wording or structure of the original
- Submitting an assignment with a majority of quoted or paraphrased material from other sources
- Copying images or media and inserting them into a presentation or video without citation,
- Using copyrighted soundtracks or video and inserting them into a presentation or video without citation
- Giving incorrect or nonexistent source information or inventing source information
- Performing a copyrighted piece of music in a public setting without permission
- Composing music based heavily on someone else's musical composition.

This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

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Students who are caught submitting plagiarized material or who have engaged in collusion or cheating on any course assignment or exam will receive a zero on the first assignment and an "F" in the course for any additional acts of academic dishonesty.

Level of technical competence

Students are expected to have a basic understanding of personal computers, internet browsing, desktop applications such as Microsoft Word, and file management (uploading, downloading, or sending files).

Computer Hardware and Software— Generally, personal computers purchased in the last 3 years should be adequate to access GCC Canvas. Software requirements include MyMarketingLab (bundled with other course materials available in Grayson College Bookstore), Mozilla Firefox (version 27.0 or greater), the latest version of Sun JAVA (www.java.com), the latest updates to your operating system (Microsoft Windows 7 or higher or Apple MAC OS X or higher), and the latest updates to your anti-virus and spyware protection. Students needing assistance with accessing instructional technology should contact the GCC Help Desk. For more information, visit www.grayson.edu and select the Help Desk link. No other software is necessary.

Grayson College is not responsible for illness/injury that occurs during the normal course of classroom/lab/clinical experiences.

These descriptions and timelines are subject to change at the discretion of the Professor.

Grayson College campus-wide student policies may be found in each Canvas course shell under the menu item “Student Services”.

Title IX

GC policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on Title IX, please contact:

Dr. Molly M. Harris, Title IX Coordinator (903-463-8714)

Ms. Logan Maxwell, Title IX Deputy Coordinator- South Campus (903) 415-2646

Mr. Mike McBrayer, Title IX Deputy Coordinator (903) 463-8753

Website: <http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html>

GC Police Department: (903) 463-8777- Main Campus) (903) 415-2501 - South Campus)

GC Counseling Center: (903) 463-8730

For Any On-campus Emergencies: 911

Grayson College campus-wide student policies may be found on our Current Student Page on our website: <http://grayson.edu/current-students/index.html>

SCANS

The following SCANS Skills will be used in this course:

SCANS Competencies For MRKG 2333			
RESOURCES 1.1 Manages Time	INTERPERSONAL 2.1 Participates as a Member of a Team 2.3 Serves Clients/Customers 2.4 Exercises Leadership 2.5 Negotiates to Arrive at a Decision 2.6 Works with Cultural Diversity	INFORMATION 3.1 Acquires and Evaluates Information 3.2 Organizes and Maintains Information 3.3 Uses Computers to Process Information	SYSTEMS (None for this course)
TECHNOLOGY (None for this course)	BASIC SKILLS 6.1 Reading 6.2 Writing 6.5 Listening	THINKING SKILLS 7.1 Creative Thinking 7.2 Decision Making 7.3 Problem Solving 7.4 Mental Visualization 7.5 Knowing How to Learn 7.6 Reasoning	PERSONAL QUALITIES 8.1 Responsibility 8.2 Self-Esteem 8.3 Sociability 8.4 Self-Management 8.5 Integrity/Honesty