

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Winter 2023

#### BA 2070 (A3): Personal Selling – 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Bianca Dudenhoffer      **PHONE:** (780) 539-2864  
**OFFICE:** C205      **E-MAIL:** BDudenhoffer@nwpolytech.ca  
**OFFICE HOURS:** Mondays & Wednesdays: 10:00am -11:30am, or by appointment  
Best way to contact me: Email

#### CALENDAR DESCRIPTION:

This course is designed to familiarize students with the principles, concepts and terminology of personal selling. Lectures examine the sales process, paying particular attention to developing a relationship approach to the sales transaction. Students will participate in a marketing project that will allow them to experience the process of prospecting, presenting and closing the sale.

**PREREQUISITE(S)/COREQUISITE:** BA1090

#### REQUIRED TEXT/RESOURCE MATERIALS:

Ingram, T., LaForge, R., Avila, R., Schwepker, C. H. Jr., Williams, M. R., Shannahan, K., & Shannahan, R. (2020). *Sell* (3<sup>rd</sup> ed.). Nelson Cengage.

**ISBN:** 9780176916237

**All students must have online access to Mind Tap to access the online lessons and online quizzes.**

Both the textbook and Mind Tap will be used extensively. Students must have Mind Tap access to complete textbook quizzes and participate in class discussions.

It is the student's choice if they purchase a textbook with access code, or e-textbook with access code. If you have purchased a used book, you will have to purchase an access code separately.

Click here to purchase learning resources: <https://www.bkstr.com/nwpolytechstore/product/sell-656772-1>

**For device, software, and network requirements, please visit the following link:**

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Office 365 (free for NWP students)

### **DELIVERY MODE(S):**

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material.

Students are encouraged to supplement their studying with Mind Tap. Assignments will help students apply the principles in a specific situation.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

### **COURSE OBJECTIVES:**

1. To acquaint students with terminology, techniques, concepts and experience of personal selling.
2. To develop understanding of the importance of positive attitudes and enthusiasm towards personal selling.
3. To develop effective listening and questioning skills.
4. To explore the value of integrity, caring, and honesty as they apply to the sales context.
5. To experience the outcomes and rewards of persistence and industriousness in the realm of personal selling

### **LEARNING OUTCOMES:**

Upon successful completion of this course students will be able to:

1. Demonstrate an understanding of sales terminology, techniques, and concepts.
2. Effectively prospect, communicate, and close sales in both personal and business to business sales.

### **TRANSFERABILITY:**

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. \*\*

**Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

## EVALUATIONS:

### In order to pass BA 2070:

1. All assignments and assigned work must be completed
2. You must achieve a minimum score of 50% on the Final Exam in order to pass the course
3. You must achieve a minimum score of 50% on your course work in order to pass the course

Evaluation	Weighting
Role Play Simulations (3)	20%
In-class Discussions & Exercises	20%
Quizzes (5 Quizzes)	20%
Personal Selling Project	20%
Final Exam: Final Role Play	20%
Total	100%

## ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

### Class Participation

- Regular attendance and constructive participation will be key to the success of this course. We can learn a great deal from each other's experiences and different methods of communication, which is the foundation of this course.

### Assignments

- All assignments must be submitted by the due date. Late assignments will only be accepted by consultation with the instructor and will receive a 5% deduction each day it is late. Assignments past five days are assessed a grade of zero.
- Assignments will be submitted in Word document through myClass and may be subject to Turnitin plagiarism assessment.

### Discussions

- Discussion marks will be assessed based on responses to readings and in-class discussions.

### Sales Presentation Simulations

- Students will participate in personal sales presentation simulations throughout the semester.

### Quizzes

- Quizzes will be scheduled through myClass. It is your responsibility to follow the due dates associated with those quizzes. The quizzes will be marked and corrections for the attempted quiz will be made available to the student after the due date.
- There are no rewrites or extensions on Mind Tap quizzes.

### Personal Sales Project

- Students will participate in a sales project to build sales experience. The project will be selected and assigned early in the semester.

**Final Exam:**

- There is no Final Exam in this class; however, the Final Presentation will be a role play presentation due on a set date during the Final Exam period.

**GRADING CRITERIA:**

Grades will be assigned on the Letter Grading System. Please note that most universities will not accept your course for transfer credit if your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

Module	Week	Topic	Chapter	Activities
	Jan 1-7	Course Introduction/Course Overview		Get Textbook
Module 1	Jan 8-14	Overview of Personal Selling	1	
Module 2	Jan 15-21	Building Trust & Mutual Respect	2	Quiz #1
Module 3	Jan 22-28	Role Play Simulations		Role Play #1
Module 4	Jan 29-Feb 4	Understanding Buyers	3	
Module 5	Feb 5-11	Communication Skills	4	Quiz #2
Module 6	Feb 12-18	Preparing for Sales & Role Play Simulations	5	Role Play #2
	Feb 19-25	WINTER BREAK (NO CLASSES)		
Module 7	Feb 26-Mar 4	Planning Sales Dialogues and Presentations	6	Quiz #3
Module 8	Mar 5-11	Dialogue: Creating and Communicating Value	7	
Module 9	Mar 12-18	Earning Commitment	8	Quiz #4
Module 10	Mar 19-25	Expanding Customer Relationships	9	
	March 21	Business Conference: No Class Tuesday		
Module 11	Mar 26-Apr 1	Self-Leadership and Teamwork	10	Quiz #5
Module 12	Apr 2-8	Role Play Simulations		Role Play #3
	Apr 11	Last day of classes		

## **STUDENT RESPONSIBILITIES:**

### **Attendance:**

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. There is a strong correlation between regular attendance and overall course performance. If you miss a class, it is your responsibility to learn the material on your own.

### **Professional Behavior:**

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

### **Time Management:**

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass, Mind Tap, and NWP Webmail. Students are responsible for checking all three websites regularly.

### **Cell Phones:**

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones must be turned off or set to silent and placed out of sight during class time.

### **Recording:**

Recording lectures or taking screen shots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

### **Email:**

Students may contact the instructor by email or phone. Emails will be answered **within three business days, no emails will be answered before/after business hours.** Email correspondence to your instructor must be sent from your NWP student email account.

## **STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student

Misconduct: Plagiarism and Cheating at  
<https://www.nwpolytech.ca/about/administration/policies/index.html>

\*\*Note: all Academic and Administrative policies are available on the same page.

### **Additional Information on Role Play Simulations:**

Students are expected to follow the following rules regarding role play simulations:

- Dress professionally
- Try your best to stay in character
- No swearing during a simulation
- No talking as an audience member during another student's simulation
- Be respectful of other students and arrive before simulations begin and do not leave/come into class during a simulation. Wait until the simulation is over.