



Carleton
University

Sprett
School of Business

**CARLETON UNIVERSITY
PERSONAL SELLING
BUSI 3210 A
FALL 2023**

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Instructor: Dr. Dora Wang
Email: Dora.wang@carleton.ca
Office: Nicol Building 6034
Class Time: Fridays, 2:35 pm - 5:25 pm (Eastern Standard Time)
Class Location: Tory Building 202
Office Hours: By appointment
TA: TBD

Modality: In-Person

Important Notes:

Time zone. All deadlines, due dates, examination times and class times are set in Eastern Standard Time (EST).

Pre-requisites & precluded Courses:

BUSI 2204 or BUSI 2208 with a grade of C- or higher.

Course Calendar description from the [2023/2024 University calendar](#):

Provides an introduction to and application of the principles of personal selling for persons pursuing any vocation, as well as those aspiring to careers in Marketing. Introduces basic concepts of professional selling including: customer analysis, communication skills, effective openings and closings, and customer relations.

Course Objectives

Upon successful course completion, you will be able to:

- Describe what a salesperson does and the specific value they add to an organization.
- Explain the basic steps in a typical sales process and their application to real business situations.
- Define the role that sales plays in a marketing campaign.
- Understand and discuss the ethical issues faced by sales professionals.
- Explain how to conduct a successful sales presentation, including the role of verbal and non-verbal communication.
- Explain the importance of service and support in earning a customer's business.
- Explain the key components, frameworks, and methods used in the selling process and in sales management
- Develop relationship strategies, product strategies, customer strategies, and presentation strategies that advance the sale
- Design, execute, document, and critique a comprehensive sales strategy for a real organization
- How to write an effective sales strategy plan

Required Resources

Textbook:

Gerald Manning, Michael Ahearne, Barry L Reece, H. F. (Herb) MacKenzie (2022) *Selling Today: Partnering to Create Value*, Canadian Edition, 8th edition. North York, ON: Pearson Canada Inc.

You can access the e-textbook from Carleton Bookstore - ISBN 9780135704882, or from the publisher – ISBN 978013684502. You can also find one reserved textbook in Carleton Library (7th edition, with a 4-hour loan period for each class).

Two Harvard Business Review cases:

- 1) Memon Lubricants: Hiring a sales representative.
- 2) Sarva pharmaceuticals in Cambodia: Fight or fold?

Please note that cases used in classroom sessions, will be made available at no cost through the Ares link on the course website. See more details under “Group sales strategy plan”

Course Norms:

Use of Brightspace: This course uses Brightspace, Carleton’s new learning management system. To access your courses on Brightspace go to <https://brightspace.carleton.ca/>.

For help and support, go to <https://carleton.ca/brightspace/students/>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at its.service.desk@carleton.ca.

The course Brightspace website contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc.

Grades will be posted to Brightspace as soon as they become available. In line with Spratt policy, it is your responsibility to check your grades by clicking on 'Grades.'

Email Policy: The best way to contact the professor is to send her an email. Please be sure to indicate "BUSI 2208C" in your email's subject line, so that I will know which of the classes I'm teaching you are taking. In keeping with Carleton University policy, your @mail accounts must be used for any inquiries which involve confidential student information (e.g., about grades or health issues). The professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response.

Course Material Sharing Policy: Student or professor materials created for this course (including presentations and posted notes/slides, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Recording or Videotaping Policy: Students are NOT permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

Assignments & Late Penalty. All assignments must include student name, number and signed declaration of academic integrity on the submitted report to receive a grade. Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day).

Evaluation Criteria:

Your grade will depend on the following individual and group contributions:

Individual assignments	
Sales professional interview & observation	15
Social media content analysis	15
Role play – sales presentation	20
Group assignments (case-based analysis)	
Sales strategy plan report	30
Sales strategy plan presentation	10
Class engagement	
	10
Total marks	100

1. Group assignments

Sales strategy plan report (30%) and Sales strategy plan presentation (10%)

This is a group assignment comprising a sales strategy plan proposal and presentation, based on a Harvard Business Review case. The case may be downloaded via the library's online reserve system. To access materials placed on reserve for this course, login to Brightspace and select this course. Look for the 'Library Reserves' block on the right hand side. Click on 'view course in Ares'. Locate the case study in the list of items put on reserve. Click 'view item'. If you are accessing the system from off-campus, you will be asked to login using your MyCarletonOne credentials. Once you have done this, you should have access to the case.

You should expect to spend a considerable amount of time and effort on the Marketing Plan assignment, so plan your time wisely.

Infractions of Academic Integrity. As part of your assignment, you **MUST** complete and upload the 'Declaration of Academic Integrity' form available on Brightspace.

Group work is an important component of this course given the realities of selling and the business world in general. A group is defined as:

- Students who are actively working together
- A group is NOT two or more students getting together to reduce workload on an assignment or business model. Students in a group have to be actively working together towards a common business goal
- **Team size: 5 students**
- **All groups have to be initiated by week 3 of the course**

Peer evaluations must be carried out and submitted along with each group submission. Students will evaluate each of their group members (in terms of their respective participation and contribution to all team activities). At the completion of the course, the instructor may adjust group assignment marks awarded to individuals based on peer feedback.

2. Individual assignments

Sales professional interview & observation (15%)

Research and outreach to a sales professional in an industry that is of interest. During the outreach request an opportunity to interview where you will cover topics such as their day-to-day job, training, career development, typical compensation, customer profile and what they sell.

Personal selling in digital age – social media observation and analysis (15%)

Select and analyze two sales professionals' social media accounts (any industry of interest, e.g., real estate agents) and summarize the roles of social media in personal selling and general marketing strategies within B2C/B2B organizations. Cross-platform comparisons are welcome.

Role play - sales presentation (20%)

Effective and clear communication is essential for establishing trust and long-term relationships with stakeholders (e.g., customers, partners, and executives). Students will participate in a sales role play assignment where they will create a video to demonstrate a product to a potential client (Prof. Wang and the class).

3. Class Participation

Class participation is equivalent to professionals' participation in meetings. It is, therefore, considered important to success in this course. Mere attendance does not count towards full class participation. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of engagement in Poll Everywhere and breakout group activities, raising or answering questions, commenting on issues raised by the instructor or other students, or bringing to the attention of the class relevant items of interest from the media or personal experiences. The professor will keep track of student participation at each class. You are also required to keep a record of your own participation.

Please note that Breakout Group activities will be integrated into lectures and form the basis for your participation grade in addition to in-class engagement. To ensure that you receive credit for in-class contribution, make sure a) to attend all lectures and b) contribute to the class discussion.

CLASS SCHEDULE:

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the semester.

Please note that additional materials may be added to Brightspace throughout the term to support in-class sessions. All readings will be posted a minimum of 72 hours prior to the in-class session.

Session /Date	Topics & Chapter Reading	Deliverables & Notes
1 Sept 8	<ul style="list-style-type: none"> • Introduction and course overview • Personal selling in the information economy - Chapter 1 	
2 Sept 15	<ul style="list-style-type: none"> • Evolution of selling models - Chapter 2 	
3 Sept 22	<ul style="list-style-type: none"> • Building trust, values, & relationships • Ethics in personal selling - Chapters 3 and 4 	-Group list & names submitted to the instructor
4 Sept 29	<ul style="list-style-type: none"> • Communication and adaptive selling in digital age - Chapters 5 	-Due: Social media content analysis due by 2:35 pm before class begins
5 Oct 6	<ul style="list-style-type: none"> • SWOT and positioning in selling - Chapters 6 and 7 	

6 Oct 13	<ul style="list-style-type: none"> • In-class case analysis • Group assignment discussion 	-Note: Read the two cases before class
Oct. 20	<ul style="list-style-type: none"> • Buyer behavior and developing prospects - Chapters 8, 9, & 10 	
7 Oct. 27	Reading Break – No class. Enjoy!	
8 Nov 3	<ul style="list-style-type: none"> • Needs assessment and Presentation – a consultative approach - Chapters 11 and 12 	-Due: Sales professional observation due by 2:35 pm before class begins
9 Nov 10	<ul style="list-style-type: none"> - Negotiation and closing - Customer service - Chapters 13, 14, and 15 	
10 Nov 17	<ul style="list-style-type: none"> • Role play demonstration (each group selects two demos) • Critical review (Class participation) 	-Due: Role play: Sales presentation (video & report) due by 2:35 pm before class begins
11 Nov 24	<ul style="list-style-type: none"> - Sales careers - Sales management - Chapters 16 and 17 	
12 Dec 1	<ul style="list-style-type: none"> - Sales strategy plan presentations 	-Due: Sales strategy plan report due by 2:35 pm before class begins. Peer evaluations are mandatory.

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
CHECK (X) ONE PER ROW				
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>	X			

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Spratt School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is

known to exist. For more details, visit the Equity Services website:

carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data,

unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
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