PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

AGENCY OPERATIONS & SALES
INP 1050

Class Hours: 3.0       Credit Hours: 3.0
Laboratory Hours: 0.0   Date Revised: Spring
                        00

Catalog Course Description:

Course deals with all aspects of an insurance agency operation. Areas such as planning and organizing, financial and client service, management, marketing, legal and ethical responsibilities are covered.

Entry Level Standards:

None

Prerequisites:

None

Textbook(s) and Other Reference Materials Basic to the Course:

AAI 83 Course Guide, Insurance Institute of America.

I. Week/Unit/Topic Basis:

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<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Agency Formation and Environment</td>
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<tr>
<td>2</td>
<td>Planning and Organizing</td>
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<td>3</td>
<td>Staffing, Directing, and Controlling</td>
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<td>4</td>
<td>Client Services Management</td>
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<td>5</td>
<td>Agency Financial Management</td>
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<td>6</td>
<td>Producer-Insurer Relations</td>
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<td>7</td>
<td>Public Image of the Agency</td>
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<td>8</td>
<td>Midterm Review</td>
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<td>9</td>
<td>Agency Growth and Customer Communications</td>
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<td>10</td>
<td>Market Segmentation and Target Marketing</td>
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II. Course Objectives*:

A. Contrast an insurance agent with a broker with regard to their relationships to duties for, and rights from an insurance company. I, II, III

B. Identify and discuss key concepts as they relate to the agency's client service management, staffing, controlling and financial management. I, II, III

C. Discuss marketing strategies in relation to market segmentation, target marketing, and overall sales management. I, II, III

*Roman numerals after course objectives reference goals of the Business and Community Services department.

III. Instructional Processes*:

Students will:

1. Take part in course assignments such as team discussions; team case studies; team projects; experiential exercises; oral, written, PowerPoint, and/or email presentations; Internet research; etc. to help develop teamwork, leadership, and followership skills. Communication Outcome, Personal Development Outcome, Cultural Diversity & Social Adaptation Outcome, Information Literacy Outcome, Transitional Strategy, Active Learning Strategy

2. Use critical thinking skills to interpret and evaluate the financial statements of existing companies and make informed judgements about these statements to facilitate in decision making and problem solving strategies. Problem Solving and Decision Making Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Active Learning Strategies

3. Exhibit professional behavior by attending class regularly, arriving punctually with the appropriate materials, and being prepared for active class participation each day. Personal Development Outcome, Transitional Strategy

4. Use email to communicate problems, questions, and issues to the instructor. Communication Outcome, Informational Literacy Outcome, Technological Literacy Outcome

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:
1. Explain the possible claims that could arise out of the relationships among the agent, client, and principal in an agency.  
   A

2. Contrast line, function, and line and staff organizational structures and explain the advantages and disadvantages of each.  
   B

3. Identify the activities associated with the people part of the management process - staffing, directing and controlling.  
   B

4. Explain the goal of delegation in the management of client services.  
   B

5. Describe and illustrate the steps in the agency financial management cycle.  
   B

6. Illustrate the information necessary and the methods used to attract, establish, and maintain productive insurance company-producer relationships.  
   C

7. Explain how the marketing mix works in insurance marketing.  
   C

8. List and discuss the seven accountabilities of a producer.  
   A

9. Contrast the four major differences between "marketing thinking" and sales thinking.  
   C

10. Describe the types of sales management planning systems and the producer's role in each.  
    C

11. Explain the characteristics of an ideal production plan.  
    C

12. Name three distinct parts to the automation process in an agency.  
    B

13. Describe unfair trade practices prohibited in most states.  
    C

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

    Midterm  30%
    Unannounced Quizzes  30%
    Final Exam  30%

B. Laboratory Expectations:

    N/A

C. Field Work:

    N/A

D. Other Evaluation Methods:

    Attendance  10%

E. Grading Scale:

    90 - 100  A
    80 - 89  B
VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.