PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

SALES/EVENT MARKETING
MKT 2570

Class Hours: 4.0 Credit Hours: 4.0
Laboratory Hours: 0.0 Revised: Spring 07

Note: This course is not designed for transfer credit.

Catalog Course Description:

A study of the principles and techniques of effective promotion. Course is designed to provide foundational skills in sales and sales management, public relations and event marketing.

Entry Level Standards:

Students must be able to read and write at the college level.

Prerequisites:

ADV 2500, MKT 2200

Textbook(s) and Other Course Materials:

Futrell, ABC’s of Relationship Selling, latest edition
SimSell Playbook (Nentl)

I. Week/Unit/Topic Basis:

<table>
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<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Overview of Course</td>
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<tr>
<td>2</td>
<td>Resume Writing/Career Fair Orientation</td>
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<td>3</td>
<td>Interviews/Career Fair Management Team</td>
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<td>4</td>
<td>Preliminary Plan Due: Career Fair/Display Window Complete</td>
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<td>5</td>
<td>Career Fair, Hardin Valley</td>
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<td>6</td>
<td>Team Meeting: Develop Portfolio, Present and Defend</td>
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<td>7</td>
<td>Selling As a Profession/Social, Legal/Ethical ACT Express Week 1</td>
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II. Course Objectives*:

A. Demonstrate knowledge of sales promotion as a component of the promotion/marketing plan. I, II, VI, VII

B. Explain the purpose and components of public relations and understand how organizations can communicate effectively with their customers and other publics. I, II, VII

C. Demonstrate an understanding of direct mail as a component of the promotion/marketing mix. I, II, VII

D. Plan and produce a promotional or institutional display or campaign based on promotional goals and customer profiles. I, II, III, IV

E. Effectively present the results of a project both verbally and in writing. IV, V

F. Develop increased skill in negotiation and team leadership and/or cooperation. IV, V, VI

G. Understand and consider the ethical issues associated with promotion. I, II, IX

H. Understand the seven steps of sales. I, II

I. Effectively forecast sales. I, II

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Work in teams to plan and execute a special event, specifically, the Career Fair & Cases/Role Play Activities. (Social/Behavioral Sciences Outcome, Active Learning Strategies)
2. Prepare and submit a written report summarizing special event outcomes and cases. (*Communications Outcome*)
3. Present the results of their special event & cases orally. (*Communication Outcomes, Active Learning Strategies*)
4. Create a display window to publicize special event. (*Active Learning Strategy*)
5. Provide structured feedback to their peers. (*Active Learning Strategies*)

*Strategies and outcomes listed after instructional processes reference TBR’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. Prepare a promotional plan, including objectives, strategies, tactics, and evaluation. A, B, C, D
2. Write a news release. B, D
3. Describe the planning process and requirements necessary for implementing a special event. B
4. Demonstrate understanding of crisis communications and community relations. B
5. Be able to conduct library research necessary to support oral presentations and print materials on aspects of promotion. A, D, E
6. Make effective group and individual presentations. E
7. Develop an in-house display. D
8. Gain an appreciation of the contribution of display design to the effective communication of product/service benefits. A, D
9. Contribute to the goals of a project team. A, D, E
10. Direct and motivate members of a project team to the successful completion of predetermined and group-generated goals. E, F
11. Develop a budget for a group of specified tasks. D
12. Discuss and analyze ethical and regulatory issues associated with promotion and advertising. A, B, G
13. Create and justify a sales forecast.

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

V. Evaluation:
A. Testing Procedures:

At least one exam is suggested.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

Students will be evaluated on individual and team efforts in special events project, a display project, and other class assignments.

E. Grading Scale:

92 - 100  A  
89 - 91  B+  
82 - 88  B  
79 - 81  C+  
72 - 78  C  
65 - 71  D  
Below 65  F

VI. Policies:

A. 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. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.]

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course.

C. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127
or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.

D. Other Policies:

**Computer Usage Guidelines:**  
College-owned or -operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner.