PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

SALES/EVENT MARKETING
MKT 2570

Class Hours: 4.0
Credit Hours: 4.0
Laboratory Hours: 0.0
Revised: Spring 2011

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 and MKT 2200

Textbook(s) and Other Course Materials:

Futrell, ABC's of Relationship Selling 10e or 11e, McGraw Hill. ISBN: 9780073404845 or 9780073380995 (Required)

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Overview of Course, Client Meeting (1/19/2011), Sales Forecasting</td>
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<tr>
<td>2</td>
<td>Career Fair Orientation/ Career Fair Planning/development (1/26/2011)</td>
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<td>3</td>
<td>Career Fair Execution (PR, Flyers, Boards, Preliminary Plan (2/2/2011)</td>
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<tr>
<td>4</td>
<td>Career Fair Execution Career Fair Window &amp; Boards Complete (2/2/2011)</td>
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<tr>
<td>5</td>
<td>Finalize Career Fair Planning, Work on Plans Book (2/16/2011)</td>
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<tr>
<td>6</td>
<td>Career Fair Walk-thorough with client &amp; set up (2/21/2011) and CAREER FAIR 2011 February 23, 2011</td>
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<tr>
<td>7</td>
<td>Career Fair Portfolio Due (3/2/2011) Futrell Chapter 1 (Selling as a Profession) Futrell Chapters 3 (Why People Buy) &amp; 4 (Communication) (3/16/2011)</td>
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<tr>
<td>8</td>
<td>Futrell Chapters 5 &amp; 6 (Sales Knowledge and Prospecting) (3/23/2011)</td>
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II. Course Objectives*:
The student should be able to:

A. Expand and enhance student understanding of how to plan and develop a special event. I, II, III, IV, V, VI

B. Expand and enhances student understanding of how to plan and produce a promotional or institutional display or campaign based on promotional goals and customer profiles. I, III, IV, V, VI

C. Guide students to understand how the global nature of business impacts sales professionals. VII

D. Expand student understanding of how to write resumes and cover letters. V, VI

E. Enhance student ability to effectively present the results of a project both verbally and in writing. III, V

F. Enhance student development in negotiation, team work, team leadership and cooperation. IV, V, VI

G. Enhance student appreciation and consideration of the ethical issues associated with promotion. I, II, III, VI

H. Enhance student ability to understand and execute the seven steps of sales. I, II, III, V, VI

I. Effectively forecast sales II, III, V, VI

*Roman numerals after course objectives reference goals of the Mathematics program (Career Program Goals and General Education Goals are listed http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/)
The student should be able to:

1. Work in teams to plan and execute a special event, specifically, the Career Fair. A, B, F
2. Prepare and submit a written report summarizing special event outcomes and cases. A, B
3. Present the results of their special event & cases orally. E
4. Create a display window to publicize special event. B
5. Provide structured feedback to their peers. F, G
6. Prepare a promotional plan, including objectives, strategies, tactics, and evaluation. A, B
7. Describe the planning process and requirements necessary for implementing an event. B
8. Write personal resume and cover letter to apply for specific position. D
9. Contribute to the goals of a project team. A, F
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. B
12. Discuss and analyze ethical and regulatory issues associated with promotion and advertising. G
13. Create and justify a sales forecast. E
14. Demonstrate the seven steps of selling. G, H, I
15. Analyze ethical dilemmas. C, G
16. Recognize the importance of ETHICAL customer service in sales and demonstrate examples of how to execute. C, G, H
17. Describe the FAB sequence (Features, advantages, benefits) G, H
18. Analyze verbal and non-verbal communication cues and develop effective strategies to address them. E, F, H
19. Describe how to prospect for new customers. H
20. Describe the sales planning process. H, A, E
21. Explain the strategic customer sales planning process. A, E, F, J
22. Compare and contrast the four basic sales presentation methods. H
23. Compare and differentiate between the 4 basic types of questions used in selling. E, H
24. Demonstrate the elements of a sales presentation. E, H
25. Describe and demonstrate the 7 basic closing techniques. E, H

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

IV. Evaluation:

A. Testing Procedures: 30% of grade

A midterm and a final exam will be given.
Questions will be short cases, objective and or problem solving in nature

B. Laboratory Expectations: 20% of grade

Students will role play the 7 steps of selling
Roles will be randomly assigned and non-presenting students as well as the instructor will evaluate performance using structured guidelines.

C. Field Work: 50% of grade

Students will plan and execute the College’s annual Career Fair
Three components of grade are: Team Preliminary Plan (10%); Successful preparation of all promotional elements (flyers, announcements, use of college PR opportunities, display window, bulletin boards, special events) 20%; Effective execution of all responsibilities on the day of the Career Fair.

D. Other Evaluation Methods:

Peer Evaluations be conducted and results will be used to determine individual grades for team projects.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
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V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the
course. Individual departments/programs/disciplines, with the approval of the vice president of
the Learning Division, may have requirements that are more stringent. In very specific
circumstances, an appeal of the policy may be addressed to the head of the department in which
the course was taken. If further action is warranted, the appeal may be addressed to the vice
president of the Learning Division.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is
subject to disciplinary action. Prohibited activities include but are not limited to the following
practices:
• Cheating, including but not limited to unauthorized assistance from material, people, or
devices when taking a test, quiz, or examination; writing papers or reports; solving problems;
or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting
published or unpublished work of another person, including online or computerized services,
without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared
by another person or agency that sells term papers or other academic materials to be presented
as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or
other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical
information to share, or need special arrangements in case the building must be evacuated
should inform the instructor immediately, privately after class or in her or his 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, 132, 134, 135, 131 or by phone:
539-7153 or TTY 694-6429. More information is available at
www.pstcc.edu/departments/swd/.

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. (Pellissippi State Community
College)