

Pellissippi State Community College  
Master Syllabus

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**Sales & Event Marketing**  
**MKT 2570**

Class Hours: 4.0  
Laboratory Hours: 0.0  
Credit Hours: 4.0  
Revised: 12/17/2010

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Note: This course is not designed for transfer credit.

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**Catalog Course Description:**

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

**Entry-Level Standards:**

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

**Pre-requisite:** ADV 2500, MKT 2200

**Textbooks and Other Supplies:**

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

**I. WEEK/TOPIC BASIS:**

Week	Topic(s)/Chapters
1.	Overview of Course, Client Meeting (1/19/2011), Sales Forecasting
2.	Career Fair Orientation/ Career Fair Planning/development (1/26/2011)
3.	Career Fair Execution (PR, Flyers, Boards, Preliminary Plan (2/2/2011
4.	Career Fair Execution Career Fair Window & Boards Complete (2/2/2011)
5.	Finalize Career Fair Planning, Work on Plans Book (2/16/2011
6.	<b>Career Fair Walk-through with client &amp; set up (2/21/201) and CAREER FAIR 2011 February 23, 2011</b>
7.	Career Fair Portfolio Due (3/2/2011) Futrell Chapter 1 (Selling as a Profession) Futrell Chapters 3 (Why People Buy) & 4 (Communication) (3/16/2011)
8.	Futrell Chapters 5 & 6 (Sales Knowledge and Prospecting) (3/23/2011)
9.	Futrell Chapter 7 (Planning the Sales Call) and Exam 1, chapters 1, 3, 4, 5 & 6 (3/30/2011)
10.	Futrell Chapter 8 & 9 (Sales Presentation – Methods and Strategies) (4/6/2011)
11.	Futrell Chapter 10 (Elements of great sales presentations) (4/13/2011)
12.	Futrell – Chapter 11, 12 Objections, Closing (4/20/2011)
13.	Sales Call Role Playing 4/27/2011
14.	Final Exam – Chapters 7, 8, 9, 10, 11 and 12 Futrell

## II. COURSE GOALS:

The course will:

- 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

## III. EXPECTED STUDENT LEARNING OUTCOMES

Students will 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

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

**V. POLICIES:**

- A. Attendance Policy:**  
Pellissippi State 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. *(Pellissippi State Online Catalog)*
- B. Academic Dishonesty:**  
Plagiarism, cheating and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that 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. *(Pellissippi State Online Catalog)*

**C. 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 Online Catalog*)

**D. Accommodation 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, 132, 134, 135 or by phone: 694-6429(TTY) or 539-7153 (Voice). More information is available at [www.pstcc.edu/departments/swd/](http://www.pstcc.edu/departments/swd/).