Commitment to Excellence: Kutztown University advocates experimental learning—taking full advantage of the most important educational resource available, YOU, the student. Teaching and learning techniques based on the student’s interests, information, and skills; generate the kind of involvement and excitement that is the hallmark to learning.

COURSE INTRODUCTION: Personal Selling is the process of implementing the promotion plans and sales programs of the Promotion Mix. Personal Selling’s prime directive is to meet the consumer and customer exchanges, which satisfy both individual and institutional objectives. Personal Selling leads the way towards addressing and consummating distinct advantages for its customers.

COURSE OBJECTIVES: This course will acquaint the student with practical applications of domestic corporate-level [Class-5] Personal Selling concepts and tactics. As such, the student will be immersed in active participating, role-playing and presentations to gain hands-on knowledge of sales and Personal Selling.

COURSE REQUIREMENTS: Each student will be asked to draw upon their own experience, facilitative discussions, textbook, articles and outside research to achieve an understanding of the course.

ASSIGNED TEXT: As prescribed.

NOTE: In support of a learning-center program, you will be asked to share in the development of your learning experience through independent readings of the subject areas and in open discussions of how such aspects play roles in the real-world marketing environment.

FINAL EXAMINATION: In accordance with KU regulations, you are required to take a final examination during finals weeks.
COURSE ASSIGNMENTS: Choose 4 assignments for the semester

COURSE OPTIONS (Must choose at least 1 individual):

1a- Individual Role Plays- Prepare a 1 page, typed (preferably word processed- MS-Word) resume. Be prepared to conduct a mock interview (approx. 15 minutes).

1b- Individual Role Plays- Conduct a 2nd (more advanced) mock interview. [This option necessitates choosing Individual Role Plays-1]

2- Individual Presentation on some aspect of personal selling in today’s market place (15 minute sales presentation with use of visual aids).

3- Individual Role Plays Sales call- (approx. 15 minutes; required review of text materials on sales calls).

4- Group Interview of Sales Candidate- [5-7 person teams] Research and prepare interview questions. (Approx. 25 minutes) Either a class volunteer or I will play the role of the interviewee.

5- Group Presentation- [5-7 person teams] A 25-minute sales presentation on a current product or service (use visual aids).

6- Group Presentation- [5-7 person teams] A 25-minute sales presentation on a concept not yet in the marketplace (use visual aids).

7- Group Debate- [5-7 person teams] Each team must prepare pro & con position statements as well as counter-defense statements. Debate topics are presented later on in this syllabus.

   Note: Most Debates take the full class session.
# MKTG-330 PERSONAL SELLING 12 noon class

## COURSE OUTLINE

<table>
<thead>
<tr>
<th>SESSION</th>
<th>DESCRIPTION</th>
<th>ASSIGNMENT</th>
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</thead>
</table>
| Wk-1    | Introduction & Setting of Objectives | LAB: **Project Group Selection**  
Discuss Gr. Project & Debate |
| Wk-2    | LECTURE     |            |
| Wk-3    | LAB: **1st Individual/Group Presentation** |            |
| Wk-4    | LAB: **1st Individual/Group Presentation** |            |
| Wk-5    | LECTURE     |            |
| Wk-6    | LAB: **2nd Individual/Group Presentation** |            |
| Wk-7    | LAB: **2nd Individual/Group Presentation** |            |
| Wk-8    | LECTURE     |            |
| Wk-9    | LAB: **3rd Individual/Group Presentation** |            |
| Wk-10   | LAB: **3rd Individual/Group Presentation** |            |
| Wk-11   | LECTURE     |            |
| Wk-12   | LECTURE     |            |
| Wk-13   | LAB: **4th Individual/Group Presentation** |            |
| Wk-14   | LAB: **4th Individual/Group Presentation** |            |
| Wk-15   | **FINAL EXAMINATIONS** |            |
INDIVIDUAL ROLE PLAY & RESUME ASSIGNMENT
Prepare a 1-page professional resume specifying your academic and business skills. You may be asked to play the role of either interviewee or interviewer. Each exercise will take about 15 minutes. Research any two of the following companies in preparation for your interview:

3-M Corporation    Microsoft    AOL.com
IBM                Intel        EBAY.com
Merrill Lynch      Chase Manhattan Bank    XM Radio
Hewlett Packard    NY Times     PrimeBuyTown.com
Arthur Andersen    General Electric Co.    Comcast.net

INDIVIDUAL or GROUP PRESENTATION ASSIGNMENT
SELL TO THE CLASS any current corporate-level PRODUCT SERVICE OR CONCEPT (As the assignment requires):
- Present executive summary
- Identify primary issues and/or opportunities
- Present literature perspective on issues/opportunities
- Present findings and implications (your own views)
- Summarize & recommend with a far-reaching look to the future

Prepare presentation material for a 25-minute in-class formal presentation. All group members must present. Use visual aids, skits, role-plays and class-interaction as you see fit. You will be graded on your personal or group dynamics, presentation skills, innovation, and class involvement.

INDIVIDUAL SALES CALL ROLE PLAYS
Each student will play a role in a mock sales call. The professor will inform you if you are to take the role of salesperson or client. Each sales call will last about 15 minutes with possible class critiques at the end. The professor will assign specific sales elements (presentation, objection handling, closing and follow-up) for presentation. Remember that fear is the number 1 enemy of a salesperson.

CLASS PARTICIPATION POINTS
Points will be earned through active participation in critiques, class discussions during lectures and presentation of techniques of selling articles. Points will be lost (up to 15pts.) for each class-exercise absence. Some points may be made-up through article presentations.

DEBATE
Point vs. Counter Point debate on:

"Should direct personal selling be substantially reduced (close to elimination) and be replaced by high-tech, automation systems and/or networks in the U.S.?” (Pro-Yes; Con-No)

-Or-

"Which is more correct: performance evaluations of hard-selling techniques (by-the-numbers) versus performance evaluations of soft selling techniques (personality, social value)?” (Pro-H.S.; Con-S.S.)

-Or-

"Research to compare/contrast selling techniques of 2 companies with distinctly different selling styles.” (Pro- Co. A; Con- Co. B)
-Or- Your 2-Groups’ Choice.
Each team must prepare pro & con position statements as well as counter-defense statements. **Pro & Con position statements** will last a maximum of 3 minutes. **Attack and Counter-defense statements** will last a maximum of 1 minute. All team members must present and a team captain must be chosen. Team Captains will present opening and closing remarks (max. 3 min.). The Debate will be graded on thoroughness and team coordination.

**FINAL EXAMINATION** In accordance with K.U. rules, an objective examination must be given. Sorry! Questions will be taken from text and lecture materials (75 questions).

**GENERAL INFORMATION**
This is a course designed to give the student a perspective on the complexity of issues set before marketing sales managers and organizations today. In critiquing articles & information, preparing for group assignments or in completing the papers, the student is expected to bring out as many different points of view as possible related to the incident. Looking at the issue from how others might see it will help to formulate policy that is comprehensive and more apt to be welcomed by those impacted.

**Grading Criteria**
Class attendance and participation are critically important. Even though you may be absent from time-to-time, any and all assignments are still due as originally scheduled in this syllabus, no exceptions. Absence during any individual or group presentation will be penalized by **-15pts. per absence**.

Grade points are final and re-submissions to increase the points will not be allowed. Late assignments will be penalized by **50%** and no assignments will be accepted after one week beyond due date.

**Points and Grading**

<table>
<thead>
<tr>
<th>Graded Course Requirements</th>
<th>Point Value</th>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>INDIVIDUAL/GROUP ASSIGNMENT</td>
<td>75</td>
<td>A = 500-600pts.</td>
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<tr>
<td>INDIVIDUAL/GROUP ASSIGNMENT</td>
<td>100</td>
<td>B = 400-499pts.</td>
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<tr>
<td>INDIVIDUAL/GROUP ASSIGNMENT</td>
<td>125</td>
<td>C = 300-399pts.</td>
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<tr>
<td>INDIVIDUAL/GROUP ASSIGNMENT</td>
<td>150</td>
<td>D = 350-399pts.</td>
</tr>
<tr>
<td>FINAL EXAMINATION</td>
<td>75</td>
<td>F = 0-349pts.</td>
</tr>
<tr>
<td>CLASS PARTICIPATION</td>
<td>75</td>
<td></td>
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<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>600</strong></td>
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</table>
Biographical Sketch: During the past 20 years, Dr. Williams has brought innovative approaches to solving business problems at strategic, tactical and transnational levels through marketing management consulting and corporate training for industries in Asia, Australia and the Caribbean Islands. His expertise spans small businesses and high technology giants with in-depth perspective on international business and economics, organizational restructuring, crisis management, and marketing research.

Dr. Williams was instrumental in assessing and restructuring the 10-year marketing plan for a major Japanese manufacturer, which was expected to save approximately $1 million annually in storage and routing charges. He also has provided tactical operational marketing and management development programs for 200 Korean and Japanese managers. As a keynote speaker, he has developed presentations on “Global Marketing Challenges for the Year 2000” and “Innovative Teaching Using a Boardroom Debate Format” for audiences in Korea and Japan. Organizational restructuring and exercises in marketing focus were presented to 2 firms in Australia, which enabled them to kick-off new high-yield, high-profile marketing programs. And now, for Stockton College, he is embarking on an international marketing program in Eastern Europe that will involve overseas student research and participation.

Prior to 1980, Dr. Williams was regional marketing manager for Anthony Industries, an account executive for Chase Econometrics Associates-Chase Manhattan Bank, and lead-team marketing representative for IBM. Achieving top honors for performance, Dr. Williams’s responsibilities emphasized account management and coordination of large systems and software management services to companies such as Bank of America, Hewlett Packard, AT&T and Texaco.

Dr. Williams have taught graduate and undergraduate business and management courses in domestic and in international environments at the associate professor level for the past 16 years.

Dr. Williams received his Bachelor of Science (Industrial Administration) from San Jose State University, his Master of Science (Corporate Finance) from Purdue University, and his Doctorate of Business Administration (International Marketing and Business Economics) from U.S. International University.

Dr. Williams’ personal joys are developing long-term professional friendships, international travel, fishing, and jazz music. Please refer to Dr. Williams as “J.D.”.