I. Catalog Description:
A study of the role and function of personal selling as a part of the marketing mix. Techniques in identifying and locating prospective customers, approaching the prospect, presentation, and demonstrations of products and services, closing the sale, and servicing customer accounts are covered in theory and practice.

II. Prerequisites:
MKTG 314

III. Expanded Course Description:
The study of Personal Selling will be conducted using the text, in-class lecture and involvement with professionals actively involved in personal sales.

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).
A. Gain understanding of personal selling as a major function within the marketing and promotional mix of a firm
B. Improve communication skills
C. Understand the principles of selling
D. Demonstrate the principles of selling by preparing a presenting a professional sales presentation
E. Gain awareness of the career opportunities in sales

At the conclusion of the course the (successful) student will have demonstrated understanding of the principles and tactics of Sales Management though successful performance on in-class examinations, in-class participation and outside assignments.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature  Date