



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Sales
Course Number: MKT221

Required Materials

Textbook(s): Textbook: *Stark State College is in the forefront of the online delivery of course materials. We are constantly working with our publishers to find the lowest cost textbook options for our students. As such, we have negotiated with our textbook publisher, Cengage, to provide you with the online e-book version of the text, SELL, Ingram/LaForage 7th ed, including the required access to MindTap for the graded Chapter Quizzes and Tests. MindTap also contains many other study aids like flashcards and videos. The name of this required package is Instant Access and will be available to you automatically the first time you access the class in Brightspace. The cost is \$57.00 (plus tax) and will automatically be charged to you through your SSC tuition. YOU DO NOT HAVE TO ORDER ANYTHING. Instant Access will simply provide you with automatic access to everything you need.*

Required Readings: Textbook, and all information in Brightspace
Additional Materials: All supplemental information provided in Brightspace

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar	
Week	Chapter/Topic/Assignments
1	Introduction to course. Assignments due this week: Syllabus Quiz, Discussion #1
2	Chapter 1 Overview of Personal Selling. Assignments due this week: Discussion #2, Chapter 1 Quiz, Chapter 1 Apply it Now
3	Chapter 2 Building Trust and Sales Ethics. Assignments due this week: Discussion #3, Chapter 2 Quiz, Chapter 2 Apply it Now
4	Assignments Due this week: Discussion #4, Test 1 (Chapters 1 and 2)
5	Chapter 3 Understanding Buyers. Assignments Due this week: Discussion #5, Chapter 3 Quiz, Chapter 3 Apply it Now

16-week Calendar	
Week	Chapter/Topic/Assignments
6	Chapter 4 Communication Skills. Assignments due this week : Discussion #6, Chapter4 Quiz, Chapter 4 Apply it Now, Artificial Intelligence #1
7	Assignments due this week: Discussion #7, Test 2 (Chapters 3 and 4)
8	Chapter 5 Strategic Prospecting and Preparing for Sales Dialogue. Assignments due this week: Discussion #8, Chapter 5 Quiz, Chapter 5 Apply it Now
9	Chapter 6 Planning Sales Dialogues and Presentations. Assignments due this week: Discussion #9, Chapter 6 Quiz, Chapter 6 Apply it Now
10	Assignments due this week: Discussion #10, Test 3 (Chapters 5 and 6)
11	Chapter 7 Sales Dialogue: Creating and Communicating Value. Assignments due this week: Discussion #11, Chapter 7 Quiz, Chapter 7 Apply it Now
12	Chapter 8 Addressing Concerns and Earning Commitment. Assignments due this week: Discussion #12, Chapter 8 Quiz, Chapter 8 Apply it Now
13	Assignments due this week: Discussion #13, Chapter Test 4 (Chapters 7 and 8)
14	Chapter 9 Expanding Customer Relationships. Assignments due this week: Discussion #14, Chapter 9 Quiz, Chapter 9 Apply it Now, Sales Project
15	Chapter 10 Adding Value: Self-leadership and Teamwork. Assignments due this week: Discussion #15, Chapter 10 Quiz, Chapter 10 Apply it Now
16	Assignments due this week: Test 5 (Chapters 9 and 10)

8-week Calendar	
Week	Chapter/Topic/Assignments
1	Introduction to Course Chapter 1 Overview of Personal Selling. Assignments due this week: Syllabus Quiz, Discussion #1, Discussion #2, Chapter 1 Quiz, Chapter 1 Apply it Now
2	Chapter 2 Building Trust and Sales Ethics Assignments due this week: Discussion #3, Chapter 2 Quiz, Chapter 2 Apply it Now, Discussion #4, Test 1 (Chapters 1 and 2)
3	Chapter 3 Understanding Buyers Chapter 4 Communication Skills Assignments Due this week: Discussion #5, Chapter 3 Quiz, Chapter 3 Apply it Now, Discussion #6, Chapter4 Quiz, Chapter 4 Apply it Now, Artificial Intelligence #1
4	Assignments due this week: Discussion #7, Test 2 (Chapters 3 and 4) Chapter 5 Strategic Prospecting and Preparing for Sales Dialogue Additional Assignments due this week: Discussion #8, Chapter 5 Quiz, Chapter 5 Apply it Now
5	Chapter 6 Planning Sales Dialogues and Presentations Assignments due this week: Discussion #9, Chapter 6 Quiz, Chapter 6 Apply it Now, Discussion #10, Test 3 (Chapters 5 and 6)
6	Chapter 7 Sales Dialogue: Creating and Communicating Value Chapter 8 Addressing Concerns and Earning Commitment Assignments due this week: Discussion #11, Chapter 7 Quiz, Chapter 7 Apply it Now, Discussion #12, Chapter 8 Quiz, Chapter 8 Apply it Now
7	Assignments due this week: Discussion #13, Chapter Test 4 (Chapters 7 and 8) Chapter 9 Expanding Customer Relationships Additional Assignments due this week: Discussion #14, Chapter 9 Quiz, Chapter 9 Apply it Now, Sales Project
8	Chapter 10 Adding Value: Self-leadership and Teamwork Assignments due this week: Discussion #15, Chapter 10 Quiz, Chapter 10 Apply it Now, Test 5 (Chapters 9 and 10)