

**\*\*\*\*COLLEGE OF BUSINESS\*\*\*\***

**ACADEMIC SYLLABUS**

MAR4413

Sales and Customer Relationship Management Spring 2024

**INSTRUCTOR:** Dr. Marietta Poshi

**OFFICE:** St Pete Gibbs TE 107A

**PHONE:** (727) 341-4113

**EMAIL:** For course related issues please email me through “MyCourses” system using the “Communicate/Email” tab.

**WEBPAGE: https://web.spcollege.edu/instructors/id/poshi.marietta/OFC/**

**OFFICE HOURS:**

https://spcollege.zoom.us/j/99917149392

|  |  |  |
| --- | --- | --- |
| Monday | Tuesday | Wednesday |
| 9:00 am - 2:00 pm St. Pete/Gibbs Campus, TE 107A | 4:00 pm - 9:00 pm Virtual / Online, Virtual Zoom | 9:00 am - 2:00 pm St. Pete/Gibbs Campus, TE 107A |

ACADEMIC DEPARTMENT

## Academic Coordinator: Mike Ewell

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**Website** St. Petersburg College, College of Business

**Welcome to Sales and Customer Relationship Management!**

In this course, you will hone your sales skills and acquire new strategies to help you relate with customers and promote sales. You should enjoy learning to easily pinpoint other people's personality and communication style, and your knowledge will help you to adapt your sales style to best appeal to varying types of customers. Tip: This can help in your personal life, too! You'll be assigned a publicly traded company for whom you will act as a sales representative for your course project. Just like in real life, you'll get a customer (B2B) who will be randomly selected for you, and you'll have to build a relationship with this individual and ultimately deliver a knock-out sales presentation. Most students will spend an average of about 15 hours a week to be successful in this course. In addition to the reading, you will complete weekly activities and quizzes in MyLab Marketing, as well as participate in class discussions and complete an individual course sales project. You will need a webcam to record your introduction and your video sales presentation. You can expect to receive specific feedback so that you know what you’re doing well and how to improve your performance in weaker areas. When you email me, you should get a response within 24 hours and often much sooner. On the other hand, I urge you not to wait until the night an assignment is due to contact me, as I may not be able to reply to your question before the assignment deadline. Hopefully, you’ve planned well and are positioned to be successful, so let's get ready to sell!

**Course Description**

This course focuses on addressing the issues, processes and strategies related to

professional selling and customer relationship management, providing insight into

the art of selling, relationship building, and sales management. Concepts explored

include prospecting, lead management, product introduction, closing strategies

and relationship management.

**Course Goals & Objectives**

1. The student will describe how the sales management process functions within a company by: a. differentiating among organizational design models of sales operations. b. discussing issues unique to product, customer and presentation strategies. c. explaining how to evaluate sales opportunities against company goals.

2. The student will assess the interdependent components of professional selling and relationship management by: a. comparing the various methods associated with providing customers a value proposition. b. contrasting the different approaches to successful relationship management. c. appraising sales resources.

3. The student will apply the core techniques and strategies used in selling by: a. clarifying the true needs, wants and intentions of a customer. b. assessing the best approach for establishing and maintaining positive customer relationships. c. selecting motivational tools which contribute to equitable compensation and maximum performance.

4. The student will analyze situations unique to the sales function with regard to closing the sale and post-purchase contact management by: a. evaluating alternative closing strategies used among major selling organizations. b. identifying a communication and presentation approach for closing a sale in various situations. c. comparing effective approaches to post-sale customer management.

5. The student will apply Customer Relationship Management (CRM) tools, techniques and available technology to aid in the selling and sales management process by: a. describing the purpose and role that CRM plays in the sales management process in large and medium-sized organizations. b. identifying suitable CRM systems for various marketing situations. c. planning the best CRM approach for a specific sales situation. Availability of Course Content Students will be able to work ahead in MyLab Marketing and in MyCourses. Other Critical Course Expectations Need webcam for creating sales presentation.

**Availability of Course Content**

Students will be able to work ahead in MyLab Marketing and in MyCourses. Other Critical Course Expectations Need webcam for creating sales presentation.

**REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION**

Required Textbook Selling Today: Creating Customer Value, 14th ed. Pearson. MyLab Marketing. Authors: Manning, Ahearne & Reece. Publisher Information: Pearson ISBN: ISBN 9780135871645

View the textbook sites: • Pay for Your Textbooks • SPC Bookstore •

Find Course Materials If you have any questions regarding the course textbook, contact the SPC bookstore Monday-Thursday, 10am-4pm at 727-940-9019.

**LEARNER SUPPORT**

Answers to questions regarding accommodations may be found at the Accessibility Services site. If you are in need of accommodations, please contact a campus Accessibility Services Coordinator.

If you need a Sign Language Interpreter, complete the Interpreter/Captionist Request Form.

**Titans Care**

As an SPC student it's vital that you know Titans Care. You can access resources through SPC's Student Assistance Program (SAP), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more.

It is SPC's belief that supporting mental wellness is everyone's charge, and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273- 8255.

Library: <http://www.spcollege.edu/central/libonline/>.

# IMPORTANT DATES

**Course Dates:** January 16 – March 8, 2024

**Last Day to Drop with A Refund:** January 19, 2024

**Last Day to withdraw with Grade of "W":** February 21, 2024

**No Class College Closed**: January 15, 2024

**Proctored Testing Dates:** View the Proctored Testing Information.

**Financial Aid Dates:** View the Financial Aid Dates.

(View the [Academic Calendar](https://www.spcollege.edu/academic-calendar)).

Students are responsible for understanding the policies and procedures about add/drop, etc. See <http://www.spcollege.edu/central/asa/addendum.htm>

**ATTENDANCE:**

The college-wide attendance policy is included in the Syllabus Addendum at: <http://www.spcollege.edu/webcentral/policies.htm>

Students classified as “No Show” for both of the first two weeks will be administratively withdrawn from the class.

For face-to-face classes “No Show” means not physically present in the classroom at the moment attendance is taken.

For blended classes “No Show” means not physically present in the classroom and/or never logged into “MyCourses”.

For online classes “No Show” means never logged into “MyCourses” and submitted any assignments.

Students who have not completed more than 40% of their assignments due (homework & chapter exams) at the 60% point will be considered as “not actively participating” in the class and may be administratively withdrawn with a grade of “WF”.

|  |  |
| --- | --- |
| A | 90 - 100% |
| B | 80 - 89% |
| C | 70 - 79% |
| D | 60 – 69% |
| F | Less than 60% |

**ASSIGNMENTS**:

Schedule of assignments:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week/ Module** | **MyLab Chapters** | **Discussion** | **Project** | **Due Date** |
| 1 | 1 and 2 | 1.1 and 1.2 | Project Deliverable 1 | **January 11** |
| 2 | 3, 4, and 5 | 2.1 | N/A | **Janaury 28** |
| 3 | 6 and 7 | 3.1 | Project Deliverable 2 | **February 4** |
| 4 | 8 and 9 | 4.1 | Project Deliverable 3 | **February 11** |
| 5 | 10, 11, 12, 13, 14, and 15 | 5.1 | N/A | **February 18** |
| 6 | 16 and 17 | 6.1 | Project Deliverable 4 | **February 25** |
| 7 | N/A | N/A | Project Deliverable 5 | **March 3** |

It will be the students’ responsibility to complete their assignments on time and in an acceptable manner. **Late assignments will only be accepted after properly documented extreme extenuating circumstances at the instructor’s discretion**. Since the student has one week to do the assignments, he/she has to prove that due to extreme circumstances he/she could not do the assignment/s for a period of one week. There are **absolutely no exemptions** to this rule. Due to their interactive nature, the Discussion Forums cannot be extended.

Please note that technical problems with MML (lab) or MyCourses **do not** justify extensions unless there is a **reported** issue with their systems. Their systems would have to be reported down by either the publisher or the college for a minimum of 3 hours in a single day or 8 hours in a week for an extension to be considered. This policy does not apply if the downtime had been properly informed to the students with at least one week in advance.

This course has been designed to provide students with plenty of opportunities to achieve any desired grade. On this light, and to be fair and consistent with all students, the instructor does not offer extra credit on this class.

The assignments for each module are due on Sunday at midnight before the next module starts on Monday the next day. Each module corresponds to a week of class, except for the last module (module 8) which, is a short week ending on the last day of class, Wednesday at midnight EST. You will find the date each module starts under their corresponding tab.

All assignments are subject to the College’s “Academic Honesty Policy”. Please get familiar with it.

**STUDENTS’ AND INSTRUCTOR’S EXPECTATIONS:**

Online /Student Conduct

<http://www.spcollege.edu/ecampus/help/conduct.htm>  
Online Student, Faculty and Staff Expectations and Performance Targets

<http://www.spcollege.edu/ecampus/help/expectations.htm>

Academic Honesty Policy

<http://www.spcollege.edu/AcademicHonesty/>

**STUDENT SURVEY OF INSTRUCTION:**

The student survey of instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

**SYLLABUS CHANGES:**

Will be posted in “MyCourses” and announced to all students.

**SYLLABUS ADDENDUM:**

Please make sure you read the information in the addendum.

<http://www.spcollege.edu/addendum/>

**STUDENT ASSISTANCE PROGRAM:**

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