Course Syllabus
MAR 4413 - 2956

Sales and Customer Relationship Management Fall Term 2023-2024 (0625)

Welcome

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 personalities 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!

Instructor Contact Information

July Llanes-Bonilla
Email
LlanesBonilla.July@SPCollege.edu
Phone: Calls will be conducted by Scheduled Zoom
Office and Online Chat Hours:
By Appointment
Office Location:
Remote Location
Zoom Link for Class:
https://web.spcollege.edu/instructors/id/llanesbonilla.july

Departmental Contact Information

Emmanuel Hernandez-Agosto
Title: College of Business Dean
Email: hernandez.emmanuel@spcollege.edu
Phone Number: 727-712-5407
Appointment Information: Call or Email contacts above to schedule an appointment

Course Information

Prerequisite(s): Admission to: BUS-BS or MGTORG-BAS or DENH-BAS or HSA-BAS or NURS-BS or SCMGT-ATC.

Credit Hours: 3

Modality: Online

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 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. identifying 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.

Required Textbook and Other Resources

MYLAB MARKETING W ETEXT
ISBN: 9780136522577
Notes
Selling Today: Creating Customer Value, 14th ed. Pearson. MyLab Marketing. Authors: Manning, Ahearne & Reece.

First Day Access (Digital Books) Program

What is First Day Access: Textbook Savings Program?
This course is participating in the First Day Access Program. You will be given access to the course materials through MyCourses. You will receive instant access to the required materials and save 20-50% or more off the retail price. **You have the option to opt out of the program within the first 10 days of class** if you want to purchase your materials elsewhere. Opting out of

the program is likely to cause you to pay a higher rate. **The opt-out date is 10 days from the first day of class.**

The materials that are accessed through MyCourses are **NOT** included in your tuition. **If you do not click on the button to opt-out, you agree to pay the discounted fee and SPC will bill your student account at the First Day price after the opt-out deadline passes-approximately 2 weeks after your class starts.** This will show as a bookstore charge. Please check your student account. If you have BLOC or are a 3rd Party vendor then the charges will be covered ***exceptions do appl**y, if you are self-pay, please make those payments to the business office.

Refund Policy

If you drop a class within the drop deadline for your course, the refund policy will be the same as SPC's [drop w/refund policy](). If you withdraw after the drop deadline ([see your schedule for dates]()), then you will be responsible for those charges on your account (For example, if you receive a "W" you will not be eligible for a refund).

Should you choose to purchase the required materials out of pocket you **MUST** opt out to avoid being charged. If you do not opt out by the deadline, which is 10 days from the start of class, then you must request to be opted out and proof of purchase must be submitted to [tharrison@bncollege.com]() to prevent First Day Fees being added to your account.

Performance Assessment and Grading

All assignments and activities must be completed by the due date. Late work will not be accepted due to computer problems, lack of a textbook, travel, sickness, or anything short of a documented, serious extenuating circumstance, such as your being in in the hospital for an extended period of time. This policy is in place to assure that all students are treated equitably and consistently.

How to check your Grades and review feedback:

- [Checking Your Grades]()
- [Reviewing Dropbox Submissions]()

- [Checking Discussion Grades and Feedback](#)
- [Reviewing Quiz Submissions](#)

Proctored Testing Information

Proctored Testing Requirement

This course requires one or more of your quizzes/exams in MyCourses to be virtually proctored. Proctoring will be conducted using an online proctoring service called Honorlock (HL). You DO NOT need to create an account or schedule an appointment. Your quizzes will be accessible on the dates your instructor has set to take them. To take an HL quiz, you will need the following: A computer, a working webcam/microphone, your ID, and a stable internet connection. Check out [Honorlock's Support for Test-Takers](#) to learn more or for technical assistance.

Room Scan & ID Information

To uphold academic integrity and ensure a fair testing environment for all students, you will be asked to conduct a room scan and show a valid, official ID prior to beginning your examination. Please be aware that this process involves your webcam recording and inspecting your physical testing environment. This includes the surface of your desk, any surrounding walls, and the area under your desk. By participating in this course and its assessments, you acknowledge and consent to these conditions.

Your official ID should include your name, photo, and signature for identity verification purposes. Acceptable forms of ID include a university ID, driver's license, passport, or other government-issued identification. No examination will be permitted to start without a proper ID check.

Note: If you are a **Dual Enrollment**, **Early College**, **Collegiate High**, or **Early Admissions** student, please contact your instructor for more information on Honorlock

Testing.

What is my responsibility?

For courses that utilize Honorlock, students are responsible for paying a proctoring fee (see options below). When starting your first assessment, a prompt will appear requesting payment. Choose the option that best matches your testing requirements for your course and enter your debit or credit card information. Be sure to give yourself some extra time when taking your first test to enter your credit or debit card information.

Pay-Per-Course Option ($9.95*): This option covers the cost for **ALL** proctored assessments in your course. **NOTE: This is the best value option if the course requires 3 or more proctored assessments. How many proctored assessments do I have? Contact your instructor or check the course content area of the syllabus.**

Pay-Per-Exam Option ($4.45*): This option covers the cost for ONE proctored assessment in your course.

*Students will be required to pay sales tax based on their physical address.

[Contact Honorlock Support](#)

Grading Scale

Grading Scale

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 0-59%

Availability of Course Content

Specific due dates for assignments are listed in the Course Calendar. The best way to access the calendar is with the List view.

Course Attendance

View the college-wide attendance policy included in [How to Be a Successful Student](#).

It is important that students log into their course during the first two weeks of class AND actively participate to insure they do not get dropped from the class.

Merely logging into your course during the first two weeks does NOT constitute participation. [ACTIVE PARTICIPATION FOR THIS COURSE WILL BE MEASURED BY SUBMITTING YOUR WEEKLY ASSIGNMENTS BY THE SCHEDULED DUE DATE](#).

Students classified as "No Show" for both of the first two weeks will be administratively withdrawn from the class per SPC Policy.

Students classified as not meeting the criteria for active class participation at the 60% point will be administratively withdrawn with a "WF". Students will be able to self-withdraw at any time during the term. However, requests submitted after the 60% deadline will result in a "WF".

If some event interferes with submitting your course work, notify your instructor before assignments are due.
Late assignments will not be accepted if you fail to notify and confirm arrangements with your instructor. Please see the previous section on late assignments.

Students who register after the session has begun will be responsible for any assignments or material already covered.

Technology Requirements & Policy

View the [MyCourses Minimum Technology Requirements](#).

Minimum Technical Skills: Students should know how to navigate the course and use the course tools (email, discussion, gradebook, etc.). MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

Accessibility of Technology

- [MyCourses (Brightspace by Desire2Learn) Accessibility](#)
- [Microsoft Accessibility](#)
- [Google (YouTube) Accessibility](#)
- [Panopto Accessibility](#)
- [Turnitin Accessibility](#)
- [Honorlock Accessibility](#)
- [Cengage Accessibility](#)
- [McGraw-Hill Accessibility](#)
- [Pearson Accessibility](#)

Privacy

- [MyCourses (Brightspace by Desire2Learn) Privacy](#)
- [Microsoft Privacy](#)
- [YouTube Privacy](#)
- [Panopto Privacy](#)
- [Turnitin Privacy](#)
- [Honorlock Privacy](#) and [SPC's Honorlock Security and Privacy FAQ](#)
- [Cengage Privacy](#)
- [McGraw-Hill Privacy](#)
- [Pearson Privacy](#)

Important Dates

Class Dates: 09-OCT-2023 to 08-DEC-2023
Drop Date: 13-OCT-2023

Withdrawal Date: Please reference the Academic Calendar below
https://www.spcollege.edu/academic-calendar

Learner Support and Other Student Resources

Use the following links to view web sites on SPC's:

- [Free Tutoring](#)

- [Accessibility Services](#)

- [Academic Support](#)

- [On-Campus and Online Support](#)

- [Student Services](#)

Additional Resources:

- [Academic Calendar](#)

- [Learning Resources](#)

- [Career Services](#)

- [International Student Services](#)

- [Veterans Services](#)

Students' and Instructor's Expectations

It is important that all of your attention be focused on the content to be learned so when you are in class you shouldn't be using your computer, cell phone, and tablet for casual use, only academic purposes. Any use of these devices (including texting) for non-academic purposes draws your attention away from the course work and is therefore

subject to disciplinary action. Whether you are taking a course online, blended, or in the classroom, you may be required to have discussions of class assignments and share papers and other class materials with instructors and classmates online. The learning management system, MyCourses, will be used for this purpose and you should complete the Introduction to MyCourses so that you are comfortable with the system and can complete your assignments. Whether you are in an online class or a physical classroom, certain behaviors are expected when you communicate with your peers and your instructors. You need to contribute to a positive learning/teaching environment, respecting the rights of others and their opportunity to learn. No one has the right to interfere with the teaching/learning process. Below are the traits of a successful student. These guidelines pertain whether your course is online or in the classroom. When communicating, you should always:

- Treat everyone with respect in every communication

- Use your professor's proper title: Dr. or Prof., or if you are in doubt use Mr. or Ms.

- Use clear and concise language

- Remember that college level communication should use correct grammar, whether written or spoken. Avoid slang.

- Use correct spelling and avoid texting abbreviations

- Avoid using the caps lock feature as it can be interpreted as yelling online

- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and, even when spoken, your message might be misunderstood

- Be cautious with personal information (both yours and others')

Online Student Participation and Conduct Guidelines

The practices of courtesy and respect that apply in the on-campus classroom also apply online. Any discriminatory, derogatory, or inappropriate comments are unacceptable and subject to the same disciplinary action applied in courses offered on campus.

When you send an email to your instructor, department chair, dean, or classmates, you should:

- Use a subject line that describes what you are writing about

- Avoid attachments unless you are sure your recipients can open them

- Be clear, concise, and courteous

- Sign your message with your name

- Use your SPC email account to ensure delivery. Sometime emails from non-SPC accounts are stopped by the spam filter and the recipient may not receive it.

Your faculty member will include in the syllabus expectations for response times on email.

Recordings in the classroom:

Students may record lecturers in class for personal use (such as studying or documenting complaints to the institution) without explicit permission. However, students may not record non-lecture portions of class (such as skills labs, student group work, individual student instruction, Q/A sessions, recording studio critiques, group/individual production and computer lab time, practicums/internships, or clinical/simulation rotations) or other students without explicit permission, and may not disrupt class in making such recordings (such as trying to use a device with a calculator or calculator app in a class that does not allow calculators, or blocking the view or aisles for others in the class). Having an approved ADA accommodation is considered explicit permission to record from the college.

Students making such recordings may not share recordings without explicit permission and are personally liable for unauthorized dissemination. If in doubt, please discuss with your professor before class.

When posting to a discussion board, you should:

- Write posts that are on-topic and within the scope of the course material

- Take your posts seriously; review and edit your posts before sending

- Be as brief as possible while still making a thorough comment

- Always give proper credit when referencing or quoting another source

- Read all messages in a thread before replying

- Avoid repeating someone else's post without adding something of your own to it

- Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point

- Always be respectful of others' opinions, even when they differ from your own

- Express any differing opinions in a respectful, non-critical way

- Not make personal or insulting remarks

- Be open-minded

The instructor has the **authority** to ask a disruptive student to leave a classroom or lab. The instructor may also delete posts or materials from an online or blended class and/or take disciplinary action if disruptive behavior continues. This ensures that all students in the class have an opportunity to learn.

Academic Honesty Policies - Honor Code

We expect you to be **honest** in all of your academic work. By enrolling at the College, you agree to obey all of the standards of **academic honesty** and **integrity** and you should understand that failing to observe the rules may result in academic and disciplinary action, up to and including expulsion from the College. As members of the College community, you also have an ethical obligation to report violations of the SPC academic honesty policies you may witness. The academic honesty policy and procedures are available online:

- [Academic Honesty Policies, Honor Code](#)
- [Academic Integrity Policies and Procedures](#)

These documents include details on what is meant by:

- Cheating
- Bribery

- Misrepresentation

- Conspiracy

- Fabrication

- Collusion

- Duplicate submissions

- Academic misconduct

- Improper calculator, computer or online use

Some of your courses may include online material that is protected by copyright. This means that the work is available for you to use in your studies but you can't copy and share the materials (copyright.gov). Please see [SPC's copyright information](#). It's your responsibility to be academically honest in all of your work.

How to Be a Successful Student

Attending class is vital to your success, particularly the first few days of class as you are introduced to the requirements and topics you will be covering. Therefore the college limits when you can add classes. Please [check our registration page](#) regarding when classes can be added.

You may drop a course through the [Drop with Refund](#)date listed on your Fee Schedule and be eligible for a refund, although withdrawing may affect your financial aid. If you are thinking of withdrawing, please speak with your instructor, an [Academic Advisor](#) or a [financial aid counselor](#).

Showing up is the first step in ensuring your academic success. Active participation is the next step - whether you are in a classroom or taking classes online. Each of your faculty will give details in the syllabus about their attendance policies. If you are going to miss a session, or be offline for any reason, please let your instructor know in advance. If you don't attend during the first two weeks of a term you will automatically be withdrawn from the class and this can cause serious problems if you receive financial aid. In fact, if you withdraw prior to completing 60% of a class and receive any form of federal financial aid (grants or loans) you will be required to repay a portion.

Policy: Attendance/Participation/Withdrawal

Students classified as "No Show" for both of the first two weeks will be "administratively" withdrawn from any class which they are not attending. It is the student's responsibility to know the attendance policy of the class in which they are enrolled.

The student's financial aid will be adjusted based on their updated enrollment status.

- Depending on the modality of the course, attendance may be online, LIVE Online, blended, or on-campus.
- For LIVE Online classes, attendance will be taken online during the normal class meeting time/days.
- Students who are feeling ill for any reason should communicate with their instructor regarding attending online instead of on-campus, and/or the responsibility of excused absences. Students are also responsible to discuss completing any missed work with the instructor.
- Students who are not actively participating in class as defined in an instructor's syllabus will be reported to the Administration during the week following the last date to withdraw with a "W" (as posted in the academic calendar on the college's web site).
- Students will be able to withdraw themselves at any time during the term. However, requests submitted after the last date to withdraw with a "W" (see academic calendar) will result in a "WF". Students and instructors will automatically receive an email notification through their SPC email address whenever a withdrawal occurs. Withdrawing after the "Last Date to Withdraw with a Grade of "W" can have serious consequences. If the student withdraws from a class after the deadline posted in the academic calendar, the student will receive a final grade of "WF", which has the same impact on the student's GPA as a final grade of "F." A "WF" grade also could impact the student's financial aid, requiring repayment of financial assistance. Students should consult with an academic advisor or financial assistance counselor prior to withdrawing from a class.
- Students who wish to withdraw completely from SPC are not able to totally withdraw from all classes through MySPC. A student must contact an Academic Advisor to totally withdraw.

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.

Turnitin

The instructor of this course may require use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Review the Turnitin Usage Agreement for full details. Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

View the Reviewing a TurnItIn/Originality Report tutorial.

Safety and Security

We want to make sure that you are comfortable on campus and feel secure in your learning environment. The SPC campuses are very safe but you should be aware of your surroundings, just as you are anytime you are in a public space. In each classroom there is an Emergency Response Guide to help you during an emergency. It is also a good idea to be familiar with evacuation routes in buildings that you use frequently. **If you have an emergency, dial 911 immediately**. For information on campus safety and security policies, please call 727-791-2560. More information is also available on the Campus Safety website.

The college website (spcollege.edu) is the best source of information in the event of an emergency. It's possible for something like a hurricane to disrupt classes on campus; if this happens there are plans on how to help you continue your education. You should be comfortable using MyCourses as the learning management system will be key in communicating with faculty about course materials and assignments. Make sure you complete the Introduction to MyCourses so that you are familiar with sending and receiving emails, participating in discussion posts, navigating through course materials, and submitting assignments. It is important to be able to use MyCourses for learning activities if your campus is closed.

Federal and state law requires a person designated as a "sexual predator or offender" to register with the Florida Department of Law Enforcement (FDLE). The FDLE is then required to notify the college if the person attends, or is employed, by a college or university. You can find out more information by calling the FDLE hotline (1-888-FL-PREDATOR) or by visiting offender.fdle.state.fl.us/offender. A list of sexual offenders or predators registered for classes at SPC is also available.

Titans Care (Student Assistance Program)

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.

Student Concerns

St. Petersburg College wants to make sure that you are able to receive prompt and fair resolutions to any concerns that you might have. If you feel that you have had a bad experience with a college employee, or you have a concern about college facilities, please bring it to our attention. Begin by speaking directly to the person responsible for

the department; direct conflict resolution is an important skill to develop and usually brings about the best results. If you aren't satisfied with the outcome, or are not comfortable approaching the person directly, you may submit the information using an online form: web.spcollege.edu/survey/13002

If you're not able to submit the form online yourself, feel free to ask a college employee to submit the form on your behalf.

SPC Vaccination Policy

SPC is concerned about the health and well-being of all students. We encourage all students to remain current on vaccinations as suggested by appropriate health authorities. SPC does not require vaccinations for general admissions to our degree or certificate programs, with some exceptions for specific programs.

Instructional Continuity During Emergencies

The St. Petersburg College website at www.spcollege.edu is the official source of college information regarding the status of the institution. Other important information will be communicated via SPC Alert, local media outlets, and the college toll-free phone number 866-822-3978. All decisions concerning the discontinuation of college functions, cancellation of classes, or cessation of operations rest with the President or his/her designee. The College realizes that it is possible for a significant natural disaster to compromise SPC campus facilities sufficiently to disrupt the delivery of classes on campus/campuses for an extended period and is planning ways our operations can continue following such an emergency.

So, if a hurricane or other natural disaster causes significant damage to St. Petersburg College facilities, please visit the college website for an announcement of the College's plan to resume operations.

Further, in the event of such a disaster, the Instructor will continue using the Learning Management System (LMS) of MyCourses for continuation of all required learning and instructional activities in this course, including the issuing of graded online assignments and expectation of student completion of those graded assignments.

Therefore, to keep up with all activities in this course during and after a natural disaster, please plan to continue this course by maintaining online access to MyCourses (possibly through duration of the course's regularly scheduled end date). We will finish this course in MyCourses, as directed by your Instructor online, and your Instructor will use all graded assignments to assess and issue your final letter grade for this course, as normally planned, despite occurrence of the natural disaster.

For all current updates on pandemic conditions or other events, please visit SPC Updates at https://www.spcollege.edu/spc-updates