Nashville State Community College  
Business, Applied Arts & Technologies Division  
Marketing  

Master Course Syllabus

MKT 1400 Customer Service & Sales  
3 Credits  
3 Class Hours

An introduction to the fundamentals of customer service and selling. Topics include developing and conveying a positive attitude, identifying buying motives and customer needs, developing and delivering a sales presentation, customer approaches, sales strategies, and cultivating repeat business through service. Prerequisite(s): Completion of all Learning Support competencies for reading and writing.

Instructor Information:
Name:  
Email:  
Office Phone:  
Office Location:  
Office Hours:

Textbook and Other Materials:
Textbook: Selling Today, 12th edition, by Manning  
ISBN: 978-0-13-210986-4

Course Outcomes:  
Upon successful completion of this course, students should be able to:
• Develop a Personal Selling Philosophy that incorporates the marketing concept.  
• Develop a Relationship Strategy that creates customer value in an ethical context.  
• Develop a Product Strategy that incorporates creative product solutions that add value.  
• Develop a Customer Strategy that addresses buyer behavior.  
• Develop a Customer Presentation Strategy that adds value.  
• Explain the process of self-management and the management of others.

Course Competencies:
The following are detailed course competencies intended to support the course outcomes:
• Explain the relationship between personal selling and the marketing concept.  
• Discuss the current personal selling opportunities.  
• Explain how to build a relationship strategy that adds value.  
• Describe the critical role of ethics in building customer relationships.  
• Develop a product strategy that creates product solutions for the customer.  
• Explain the importance of creating product selling strategies that add value.
• Describe buyer behavior, motives, and decision making in relation to developing a customer strategy.
• Explain the steps to developing and qualifying a customer prospect base
• List and discuss the steps to develop a presentation strategy, pre-approach, presentation plan, and the approach.
• Describe the essential elements of the consultative sales presentation.
• Develop an effective sales demonstration plan that incorporates proof devices.
• Explain the types of buyer concerns and the methods and process used to negotiate buyer concerns.
• Review the basic guidelines to closing a sale and confirming the customer business partnership.
• Summarize the essential concepts related to servicing the sale and building the customer relationship.
• Explain the four dimension process to self-management and improvement.
• Review and discuss the various communication styles used in managing the customer relationship process.

Grading Policy
Grading Criteria may vary by instructor. Please refer to the syllabus for your course section for the correct information. This information will be supplied by the instructor at the beginning of the course.

Tests and exams will not be available after the deadline published in the Semester Calendar. Missed tests will receive a grade of zero. There will be a five point per day grade reduction for late tests in the unlikely event that an extension is approved. Clearly, this is to encourage you not to procrastinate until the deadline.

4 Regular Tests @ 100 each 400 points
Mid-Term Exam 300 points
Final Exam 300 points
2 Case Studies @ 50 each 100 points
Total Possible Points 1100 points

EXTRA-CREDIT
Extra-credit can be earned by completing the Practice Tests. Practice Tests are available through the QUIZZES page. You will be able to earn up to 10 points towards your final average and credit will be awarded based on the PERCENTAGE of CORRECT responses that you submit during the semester. For example, there are 12 Practice Tests, and if you make a 90% on every test, you will have 9 points added to your final average. OR if you make 100% on 6 tests, you will have answered 50% of ALL possible questions correctly, and you will have 5 points added to your final average.... (This means that you can improve your average by a whole letter grade by correctly completing all of the Practice Tests.) The Practice Tests are a very valuable study tool. Even if you don’t need extra credit, I urge you to use them to help you study for the regular tests!
Grading Scale:

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<tr>
<th>Grade</th>
<th>Average</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90 - 100</td>
<td>900+</td>
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<tr>
<td>B</td>
<td>80 - 89</td>
<td>800 - 899</td>
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<tr>
<td>C</td>
<td>70 - 79</td>
<td>700 - 799</td>
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<tr>
<td>D</td>
<td>60 - 69</td>
<td>600 - 699</td>
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<tr>
<td>F</td>
<td>Under 60</td>
<td>0 - 599</td>
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Attendance Policy
A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. Absences in a course may affect a student’s final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student’s final grade.

Failure to attend class will result in a final course grade of “FA” or “FN” (see explanation below) depending on the individual instructor’s course policy.
FA= failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required.
FN= failure, never attended class (unofficial withdrawal)

Student Communication Channels
It is the student’s responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

Early Warning System
Nashville State Community College has implemented an Early Warning System to notify students via e-mail about academic problems such as poor classroom attendance, poor performance on assignments/tests, poor communication skills, late/missing assignments, and/or lack of classroom participation. Please note that Early Warning Alerts do not affect a student’s academic standing.

ADA Compliance Statement
Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Student Disabilities Office at 353.3721.

Classroom Misconduct
Nashville State Community College has a zero tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary sanctions. Please consult your Student Handbook for more specific details.
The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

**Academic Dishonesty (Honor Code)**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. “Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer’s Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else’s work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor’s permission, allowing someone else to copy or use your work, using someone else’s work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member’s signature.

In addition to other possible disciplinary sanctions that may be imposed through regular college procedures as a result of academic dishonesty the instructor has the authority to assign an “F” or a “Zero” for the exercise, paper, or examination or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

**Inclement Weather Policy**

In the event of an inclement weather event, check the Nashville State web site home page at www.nscc.edu for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use
their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

**NOTE:** This syllabus is meant simply as a guide and overview of the course. Some items are subject to change or may be revised at the instructor’s discretion. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.