

**Nashville State Community College
Business, Management, and Hospitality
Business**

**BUSN 1350
Sales and Service**

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the term, you will be notified.

Course Information:

Course Title: Sales and Service

Credits: 3

Class Hours: Online

Course Description:

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.

Instructor Information:

Name:

Email:

Office Hours:

Zoom Office:

Required Textbook(s) & Other Materials:

Textbook(s): *Selling Today*, 14th edition, by Manning, Ahearne, & Reece. Pearson Prentice Hall.

ISBN: 978-0-13-447740-4

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the bookstore's website (<https://www.bkstr.com/nsccestore/shop/textbooks-and-course-materials>) using your A# or by entering your course information. If you are registered with the Access Center and need an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsccestore.edu

Digital Course Materials: These ensure you pay less for your course materials and have easy access through D2L throughout the term. When you registered for this course, the charge for these materials appeared on your account. If you decide you do not want to purchase the course materials embedded in NS Online, you can opt out of the program **until the end of the second week of classes**. If you opt out, you will be responsible for purchasing the required course materials on your own. For more information, please visit www.nsccestore.edu/dcm.

Course Outcomes:

Course outcomes may be pursued through a combination of lecture, class discussion, student presentations of selected cases or topics, and written assignments. Students will participate in activities designed to enhance their abilities in communication, critical thinking, and problem solving.

At the end of the term, this is what you should know and/or be able to do:

- 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, or specific skills or knowledge, intended to help you achieve 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.

The following are general education competencies intended to support the course outcomes:

- Know how to locate, evaluate, and use information sources.
- Use critical thinking skills.

Topics to Be Covered:

- Evolution and use of product-selling models.
- Creating value with relationship strategies.
- The buying process and buyer behavior.
- Prospects and accounts.
- Adaptive selling.
- Negotiating buyer concerns.
- Adapting, closing, and servicing the sale.
- Management of the sales force.

Course Assessments:

We will use the following performance assessments to demonstrate students' understanding, knowledge, and skills:

- Read the assigned material.
- Complete the four exams.
- Submit the four case studies.
- Complete the self-introduction assignment.
- Complete the Common Assessment.

Assessment	Points
Introduction: Discussion Posts	25 Points
4 Tests @ 100 each	400 Points
Common Assessment	100 Points
4 Application Exercises @ 50 each	200 Points
Total Course Points	725 Points

Grading Policy:

Make-up procedures for missed assignments and work for this online course: Tests/exams and assignments will **not** be available after the deadline published in the Term Schedule. Missed work will receive a grade of zero. **Extensions will not be granted.**

FA

If you stop attending class or if you are in an online class and stop submitting assignments, but do not turn in a withdrawal form by the deadline, you are still enrolled in class. You will be given a grade of FA, which means you have failed due to not attending class and not completing your assignments. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." If you stop attending your course after this date, you will receive an F.

FN

An FN is awarded if you have never attended your course or done any of the work in an online course.

Grading Scale:

Letter Grade	Percentage Range
A	100 - 90
B	89 - 80
C	79 - 70
D	69 - 60
F	< 60

Attendance Policy

General Policy

If you have been exposed to COVID-19 or have tested positive, you must email virusinfo@nscc.edu.

- *Absences in a course may affect your final grade.*
- *Tardiness may also affect your final grade.*
- *You are responsible for all work/tests that occur during any missed course session(s) regardless of reason(s) for absence.*
- *If you are not well enough to attend a course session (class), you must notify the instructor as soon as possible before the scheduled course time.*
 - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*
- *If you have an unavoidable conflict with a scheduled course session, you must notify the instructor before the course session.*
 - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*

Instructor's Policy

For financial aid purposes, **attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:

- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor's email
- posting to a discussion board
- completing and submitting assignments

For online courses, student attendance is still determined by participation and completion of assignments. Initial attendance is determined by timely response to the first assignment to introduce yourself. Students are expected to log into our online classroom at least three/four times per week and are expected to complete all assignments/tests by the dates indicated in the Course Schedule. Failure to log into the online classroom and complete assignments indicates that a student is no longer active in the course.

Technology Statement

- All classes at the College are web enhanced. “Web enhanced” means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.
- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on “mute” until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on this website: <https://www.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.

Computer Labs

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus.

You should check the NSCC website for current hours of operation.

D2L/NS Online and myNSCC

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nsc.edu (student email) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nsc.edu emails contain important information from college offices, such as Financial Aid.

ADA Compliance Statement

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage you to get assistance if needed. If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu.

Classroom Misconduct

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. This may change from course to course; therefore, your individual instructors will give you guidance on what qualifies as “disruptive conduct” in their courses. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear [Academic Misconduct Policy](#) that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an “F” or a “zero” for such violations or for the term grade.

Academic Early Alert System

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nsc.edu email. This email will go to your academic advisor and Student Success advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

RAVE Emergency Alert System

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: <https://www.getrave.com/login/nsc>. The instructions for this are listed below.

- Your RAVE Username is your NSCC email address.
- If you've never received an email from RAVE with your password, or if you need to reset your password, select “Forgot your password?” and a new password will be emailed to you.
- Should the RAVE system indicate “user not found”, select Register and create your own RAVE account.

Student Wellness

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- [Free tutoring](#) provides assistance beyond the classroom to help you make the most of your college education.
- [These resources](#) include NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses.
- [Services](#) that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance.

Equity Statement

We are taking steps to become more aware of the many different needs of students. Faculty, staff and administrators are committed to helping students find ways to meet their needs so that ALL students can reach their goals. Please ask for things you need.

Inclement Weather & Campus Closings

You get notices about campus closings in these places: text messages from RAVE and www.nsc.edu. Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.

Class Cancellation Policy

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.