

Updated Spring 2021

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

Master Course Syllabus

**BUSN 1350
Sales and Service**

This syllabus sets forth the expectations for course content, work, and grading as well as expectations for student performance and conduct. The syllabus does not constitute a contract between the student and the instructor or the College. The information contained here is subject to change at any time. Students will be notified if any changes are made. Though changes are possible, it is expected that the course will be conducted as described in this syllabus.

Course Information:

Course Title: Sales and Service

Credits: 3

Class Hours:

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: Through D2L

Class Session Zoom Link Information (if virtual):

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 enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

Digital Course Materials (DCM):

To ensure the lowest cost for students, this course includes a materials fee. This means that some or all of the required textbooks and materials for this course are available through your *NS Online* course shell. When you register for this course, the charge will appear 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 obtaining the required course materials on your own. For more information, please visit www.nsc.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.

After completing BUSN 1350, 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:

- 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:

- Developing a Personal Selling Philosophy
- Relationship Strategies
- Product Strategies
- Customer Strategies
- Presentation Strategies
- Opportunity Management

Course Assessments:

The following performance assessments will be used 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 Case Studies @ 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 Semester Schedule. Missed work will receive a grade of zero. **Extensions will not be granted.**

Grading Scale:

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

Attendance Policy

Students who have been exposed to COVID-19 or who have tested positive must email virusinfo@nsc.edu.

The College is not an attendance taking institution as defined by 34 CFR 668.22(b)(1) in the Code of Federal Regulations; however, students are expected to attend all scheduled classes and laboratories.

- Absences in a course may affect a student's final grade.
- Tardiness may also affect a student's final grade.
- Students are responsible for all work/tests that occur during any missed class session(s) regardless of reason(s) for absence.
- Students who are sick or not well enough to attend class must notify the instructor as soon as possible before the scheduled class time, unless incapacitated or unable to do so. In that case, students must contact the instructor as soon as reasonably possible.
- If a student has an unavoidable conflict with a scheduled class session, students must notify the instructor, preferably before the class session, or as soon as possible.

For purposes of financial aid continued attendance is determined via engagement in the course. This can be accomplished in several ways including, but not limited to, continued attendance and/or participation in on-ground class sessions, participating in D2L as prompted (e.g., responding to an instructor's email, posting to a discussion board), and/or completing and submitting assignments.) To the extent that attendance is kept in this class it is not for the purpose of the College but is instead associated with the instructor's individual grading rubric.

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.

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. 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)." Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course.

FN

An FN is awarded to students who never attended class or who do not submit any assignments.

Technology Statement

- All classes at the College are web enhanced.
- It will be essential for students to 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.
- Students may also be required to use free video conferencing platforms (ex: Zoom, Teams) for classes and meetings.
- Students will be responsible for appropriate dress while on video, to ensure a distraction free environment (mute sound as needed) and to ensure their background is neutral for others to view.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information available: <https://www.nsc.edu/current-students/student-online-resources/access-to-internet-and-technology>.
- Certain publisher materials may not work on cellphones.

Computer Labs

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

Students should check NSCC website for current hours of operation.

D2L/NS Online and myNSCC - Student Communication Channels

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). 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. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

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 measures. 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

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied 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.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time, and Nashville State Community College wants to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nscc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. 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

- The general well-being of students is an important component of their academic success. With this in mind, Nashville State Community College has several resources available to provide support when needed:
 - Tutoring options and appointments: <https://www.nsc.edu/current-students/on-campus-resources/learning-center-and-tutoring>
 - Academic and student resources for school: <https://www.nsc.edu/current-students/student-online-resources>
 - Support services: <https://www.nsc.edu/current-students/on-campus-resources/student-support-services>

Equity Statement

Nashville State Community College has a relentless commitment to the transformation of our institution through the intentional design of college experiences that expect and promote excellence from students, faculty, staff and administration. We consider equity to be an obligation of higher education. We strive to ensure that each student receives what that student needs to be successful, with goals of success beyond the classroom. We do this through an evidence-based and collaborative effort, understanding that our student population has diverse needs that must be addressed. We recognize that this effort may not always be comfortable and that partnering with students is the driving force to overcome barriers to success.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.