

BUSN 1350 - Sales and Service
3 Credit Hours

Course Description:

This course is an introduction to the fundamentals of customer service and selling.

The topics studied in this course may include:

- developing and conveying a positive attitude
- identifying buying motives and customer needs
- developing and delivering a sales presentation
- customer approaches
- sales strategies
- cultivating repeat business through service

Course Outcomes:

Upon successful completion of this course, students will be able to:

- Describe the evolution of customer service and its impact on business today.
- Develop a personal selling philosophy, a relationship strategy, a product strategy, a customer strategy, and a customer presentation strategy

Prerequisites and Corequisites:

None

Course Topics:

- 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

Required Textbooks:

Please visit the [Virtual Bookstore](#) to obtain textbook information for this course. Move your cursor over the "Books" link in the navigation bar and select "Textbooks & Course Materials." Select your Program, Term, Department, and Course; then select "Submit."

Supplementary Materials:

None.

Hardware and Software Requirements:

Minimum hardware requirements can be found [here](#).

Minimum software requirements can be found [here](#).

Common applications you might need:

To read a PDF file download the latest version of [Adobe Reader here](#)

Don't have Microsoft Word? Explore an alternative [OpenOffice here](#)

Accessing a PowerPoint file? Download the [PowerPoint Viewer here](#)

Web Resources:

Purdue [OWL Online Writing Lab](#) (for APA, MLA, or Chicago style)

The Writing Center [Online Writer's Handbook](#)

Student Resources:

- Technical support information can be found on the [TN eCampus Help Desk](#) page.
- Smarthinking virtual tutoring is available **FREE** of charge. to access Smarthinking, visit the course homepage and select Smarthinking under Course Resources. You also view [sample sessions](#) to see what Smarthinking offers and how it works.

- Information on other student issues or concerns can be located on the [TN eCampus Student Resources](#) page.

Instructor Information:

Please see "Instructor Information" in the Getting Started Module for instructor contact information, virtual office hours, and other communication information. You can expect to receive a response from the instructor within 24-48 hours unless notified of extenuating circumstances.

Grading Procedures:

Grading Scale:

Letter grades for this course will be assigned based on the following scale.

Point Range	Assigned Grade
900 – 1000 points	A
800 – 899 points	B
700 – 799 points	C
600 – 699 points	D
Under 599 points	F

Graded Items

Description	Points
1 Introduction Discussion @ 25 points each	25
6 Discussions @ 20 points each	120
8 Quizzes @ 10 points each	80
19 Assignments @ 25 points each	475
1 Role Play Project @ 100 points	100
2 Course Exams @ 100 points each	200

Total Points

1000

Assignments and Projects:

Discussions: There are a total of seven discussions. The introduction discussion is worth 25 points and the other six discussions are worth 20 points each. Responses should be a minimum of 250 words. Students are encouraged to comment on other students' responses. Composition skills (grammar, spelling, punctuation, capitalization, etc.) will be considered when grading the discussion assignments.

Quizzes: There are a total of eight quizzes. Each has 10 multiple-choice questions worth one point each with 60 minutes to complete.

Assignments: There are a total of 19 assignments. These consist of many cases, application exercises, case studies, and reflections. Each is worth 25 points.

Role-play project: Each student will complete the role play project using the specific outline/guide provided and is worth 100 points. Instructions are located under the role-play project title under the assignments tab.

Course exams: There will be a midterm and final exam. Each has 50 multiple-choice questions worth two points each with 120 minutes to complete.

Practice quizzes: There are 17 chapter practice quizzes. These are to help a student assess the level of understanding of the identified concepts. Each quiz has 10 multiple-choice questions with unlimited attempts, but is not considered for a grade.

Class Participation:

Weekly class participation is required for this course.

Late Policy:

Due dates must be met in order to receive a grade. Late submissions will result in a deduction of 5% for each day it is submitted late and will not be accepted or graded if submitted more than one week late. Under extenuating circumstances, please contact your instructor.

Course Ground Rules:

The following two statements (1., 2.) were derived from the TBR System-wide Student Rules document, released January 2012:

RULES OF THE TENNESSEE BOARD OF REGENTS STATE UNIVERSITY AND COMMUNITY COLLEGE SYSTEM OF TENNESSEE SYSTEMWIDE STUDENT RULES CHAPTER 0240-02-03 STUDENT CONDUCT AND DISCIPLINARY SANCTIONS

[Read the document in its entirety here.](#)

1. Standards of Conduct:

- Students are required to adhere to the same professional, legal and ethical standards of conduct online as on campus. In addition, students should conform to generally accepted standards of "netiquette" while sending e-mail, posting comments to the discussion board, and while participating in other means of communicating online. Specifically, students should refrain from inappropriate and/or offensive language, comments and actions.

2. [Review the TN eCampus Academic Integrity/Academic Honesty Policy:](#)

- In their academic activities, students are expected to maintain high standards of honesty and integrity. Academic dishonesty is prohibited.

Such conduct includes, but is not limited to:

- an attempt by one or more students to use unauthorized information in the taking of an exam
- to submit as one's own work, themes, reports, drawings, laboratory notes, computer programs, or other products prepared by another person,
- or to knowingly assist another student in obtaining or using unauthorized materials.

Plagiarism, cheating, and other forms of academic dishonesty are prohibited.

Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are subject to disciplinary action through the regular procedures of the student's home institution. Refer to the student handbook provided by your home institution to review the student conduct policy.

In addition to other possible disciplinary sanctions that may be imposed, the instructor has the authority to assign an "F" or zero for an activity or to assign an "F" for the course.

Other Course Rules:

Students are expected to:

- Participate in all aspects of the course
- Communicate with other students
- Learn how to navigate in Brightspace
- Keep abreast of course announcements
- Use the assigned course management (Brightspace) email address rather than a personal email address
- Address technical problems immediately:
 - [Contact Technical Support](#)
 - [View Term Calendar here](#)
- Observe course netiquette at all times.

Guidelines for Communications:

Email:

- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- Respect the privacy of other class members

Discussions:

- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

Library:

The [Tennessee Virtual Library](#) is available to all students enrolled in TN eCampus programs and courses. Links to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading will be included within the course modules. To access the Virtual Library, go to the course homepage and select the **Virtual Library** link under Course Resources.

Students with Disabilities:

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the appropriate disability services staff at their home institution. Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility for specific accommodations from the disability services staff at the home institution. It is the student's responsibility to initiate contact with their home institution's disability services staff and to follow the established procedures for having the accommodation notice sent to the instructor.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Disclaimer

The information contained in this syllabus is for general information purposes only. While we endeavor to keep this information up-to-date and accurate, there may be some discrepancies between this syllabus and the one found in your online course. The syllabus of record is the one found in your online course. Please make sure you read the syllabus in your course at the beginning of the semester. Questions regarding course content should be directed to your instructor.