

Syllabus

Course Code: MRKT 145

Title: Salesmanship

Institute: Business and Social Science

Department: Fashion/Marketing

Course Description: The student will practice the basic principles and theories of accepted selling practices. Upon completion of this course, the student will be able to develop selling strategies through case studies and field experiences.

Prerequisites: READ 092, READ 095 or passing score in reading on Basic Skills Test.

Corequisites: None

Credits: 3

Lecture Hours: 3

Lab/Studio Hours: 0

Required Textbook/Materials: <https://www.bkstr.com/brookdaleccstore/follett-discover-view/booklook?shopBy=discoverViewCourse&bookstoreId=2088&termId=20SP&divisionDisplayName&departmentDisplayName=MRKT&courseDisplayName=145§ionDisplayName=800RL>

Additional Time Requirements: For information on Brookdale's policy on credit hour requirements and outside class student work refer to Academic Credit Hour Policy <https://www.brookdalecc.edu/vp-learning/academic-credit-hour-policy/>

Additional Support/Labs:

See <https://www.brookdalecc.edu/academic-tutoring/>

Course Learning Outcomes:

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

- Define and describe the relationship between the sales and the marketing concept.
- Apply ethical decision-making in developing product-selling strategies.
- Apply their knowledge of the sales process to a personal presentation developing a qualified prospect list through closing the sale.
- Critique the sales call, and interpret the evaluation of the class at large

Course Content:

- Sales and Marketing
- Relationship Selling
- The Selling Process
- Different Types of Sales Logs
- The Sales Presentations

Department Policies:

Attendance and Testing Policy: Tests must be taken in class on the day and time they are scheduled. Absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0."

With the instructor's permission, the student will be permitted to take a makeup examination. Instructors may grant exceptions via advance arrangements or for medical, legal, personal or other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence. Expressed in simple and absolute terms, cutting an exam will result in a grade of "0" unless the student has made advance arrangements or produces valid documentation for the absence.

Additional Attendance and Lateness Policies: 1. If out for illness or travel, see instructor. You must notify your instructor prior to the missed class. Notifying the instructor does not remove the absence. 2. In the event a student accrues more than 2 absences, a student's final grade will be lowered one grade level. 2 lateness's/leaving early= 1 absence.

****See individual instructor addendum for additional information and policies****

Grading Standard:

A grade will be assigned to each student based upon the quality of their work, using the following criteria:

A	93-100
A-	90- 92
B+	87- 89
B	83- 86
B-	80- 82
C+	76- 79
C	70- 75
D	65- 69
F	Less than 65

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the [student handbook](#) and [catalog](#).

Notification for Students with Disabilities:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Accessibility Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

Mental Health:

24/7/365 Resources:

- Monmouth Medical Center Psychiatric Emergency Services at **(732) 923-6999**
- 2nd Floor Youth Helpline – Available to talk with you about any problem, distress, or hardship you are experiencing. Call or text at **888-222-2228** or visit the website at <https://www.2ndfloor.org/>

Faculty Counselors:

- Students who need to make an appointment with a faculty counselor can do so by calling 732-224-1822 (non-emergency line) during business hours. Faculty counselors are licensed mental health professionals who can assist students and refer them to other mental health resources.

Diversity Statement:

Brookdale Community College fosters an environment of inclusion and belonging. We promote a safe and open culture, encourage dialogue respecting diverse perspectives informed by credible sources, and uphold the virtues of civil discourse. We celebrate all identities with the understanding that ultimately, diversity, equity, and inclusion cultivate belonging and make us a stronger Brookdale community.

**The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arise.*