

SYLLABUS ADDENDUM FOR BA 506 CREDIT FOR BA 491 PERSONAL SELLING

Section 003 (CRN 38042) 8:00 – 9:50 am Bexell Hall 207
Section 004 (CRN 38046) 10:00 – 11:50 am Bexell Hall 207

COURSE PROJECT AND PRESENTATION

Personal Selling Analysis Project: This is an extensive examination of the personal selling activities of an actual company, industry, and advertising campaign. The actual format used for the project must include competitive analysis, SWOT for the company being examined, description of the personal selling activities, and suggestions for improvements in personal selling activities. The project will consist of both an oral presentation and a paper.

Students will meet with the instructor three times for an hour each time during the term for “Milepost” meetings (all graduate students in the class at one time, please arrange a time that works for you and let me know).

Milepost #1 (Week 4): Identification of company, Industry, and sources (25 Points)

Milepost #2 (Week 7): Outline, Rough Draft, Initial Findings (25 points)

Milepost #3 (Week 9): Finished Presentation (100 points)

Presentation to BA 491Class (Week 10): Actual Presentation including all group members (100 Points)

There are 250 total points for the project; this is included with the 1000 points from the BA 491 class work to give a grand total of 1, 250 points. Grades will be assigned in the manner detailed following.

GRADING

The level of comprehension that you achieve will be assessed by grades given for **quizzes**, for **tests**, by a comprehensive **final**, and by your **project**. Complete information for the graded work in this course is listed below:

Quizzes (6):	50 possible points each, drop low score	250 points
Tests (2):	250 possible points each	500
Final (1):	250 possible points (comprehensive)	250
Project (1)	250 possible points	<u>250</u>
		1250 total points possible

Letter grades for the quarter will be assigned in the following manner:

A's:	1,250 to 1,167 = A	11662 - 1125 = A-	
B's:	1124 to 1083 points = B+	1082 to 1042 = B	1041 - 1000 = B-
C's:	999 to 875 points		

If appropriate, grades for the course may be curved (i.e., 1120 points may be given a grade of A- instead of a grade of B+ at the end of the term). If you have questions on the grade you receive in this course, you must address this before the end of the first week of the following term.