

## BA 491 PERSONAL SELLING (SPRING '07)

Section 001 (CRN 35619), Monday-Wednesday 12:00-2:00 pm, Bexell Hall 415  
Section 002 (CRN 35620), Monday-Wednesday 2:00-3:50 pm, Bexell Hall 415

### COURSE INFORMATION

Instructor: Dr. Keven Malkewitz  
Office: 410 Bexell Hall  
Telephone: (541) 737 - 3688  
Office Hours: Mondays 11:00-11:50 AM, Mondays 4:00-5:00 pm, Wednesdays 11:00- 11:50 AM  
e-mail: [keven.malkewitz@bus.oregonstate.edu](mailto:keven.malkewitz@bus.oregonstate.edu) (please notice “**keven**” not “kevin” in address)  
Course Material: Located in BA 491 shared folder  
Prerequisites: BA 390 and Senior standing  
Learning Resources: Selling ASAP (Jones, Stevens, and Chonko from Thomson-Southwestern Publishing)  
Final Exam: Section 001: Tuesday, June 12, 6:00 pm  
Section 002: Monday, June 11, 12:00 pm

### LEARNING OUTCOMES

You will learn the principles and theory of personal selling in a challenging, enjoyable, and accountable manner. Upon completion of the course, you will have a working knowledge of the personal selling discipline (*learning outcome* = “describe, define, and identify personal selling principles”), will understand the tools and skills involved in personal selling (*learning outcome* = “demonstrate and apply these tools and skills”), and will be able to evaluate these personal selling efforts (*learning outcome* = “assess and choose appropriate efforts”).

### COURSE DESCRIPTION

**Overview:** This is an introductory course that covers the principles and theory of personal selling, in the context of marketing and marketing management. These principles and theory will then be used to address personal selling opportunities in a variety of contexts. This class is extremely valuable for learning, understanding, and improving personal selling skills; the benefit of personal selling expertise is enormous, and has application in virtually all professional and personal settings. I would suggest that every student who takes this course will use knowledge gained from it every day of the rest of his/her life.

**Instructor Responsibilities:** The manner in which this course is taught reflects my personal teaching philosophy, a philosophy which I realize by accepting responsibility for: 1) creating a classroom environment that is conducive to learning, 2) conveying my interest in the subject matter to students to the best of my ability, 3) making students responsible for their classroom performance, and 4) placing my students in a position to succeed.

**Student Responsibilities:** Students in the course are accountable for reading assignments in the required text, for participating in class discussions, for lecture material (requiring presence in class), and for completing graded assignments (quizzes, writing assignments, tests, and the final). By preparing for and by participating in class, you contribute not only your learning, but also to the learning of your fellow class members. In addition, students are responsible for maintaining an effective learning environment (i.e., arriving before class starts, turning off phones, and being respectful of others by giving them your undivided attention).

### GRADING

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

Quizzes (6):	50 possible points each, drop low score	250 points
Writing Assignments (2)	125 possible points each	250
Tests (2):	125 possible points each	250
Final (1):	250 possible points (comprehensive)	<u>250</u>
		<b>1000 total points possible</b>

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

<b>A's:</b>	1,000 to 933 = A	932 - 900 = A-
<b>B's:</b>	899 to 867 points = B+	866 to 833 = B 832 - 800 = B-
<b>C's:</b>	799 to 767 points = C+	766 to 733 = C 732 - 700 = C-

**D's:** 699 to 667 points = D+ 666 to 633 = D 632 - 600 = D-  
**F's:** Below 600 points

If appropriate, grades for the course may be curved (i.e., 890 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.

**General Quiz and Test Information:** Students will need #2 pencils for every class where there is a quiz, test, or final. Ten minutes of class time will be allocated for quizzes, and a class period will be allocated for tests and the final. The time allotted for quizzes, tests, and finals includes time for filling in names, student numbers, and the answer "bubbles" on the machine-graded multiple choice sheets. *Students who turn in graded work late (quizzes, tests, writing assignments, and the final) or after the time allotted for the work will receive an "F" on the quiz/test/writing assignment/final.*

**Quizzes:** There will be six quizzes, each worth fifty points. The total of your five highest quizzes will be your quiz grade, meaning your lowest quiz grade will be dropped. This gives you 250 possible quiz points (your five best quizzes at fifty points each). The quizzes will be multiple choice or a five-paragraph writing assignment. The quizzes are designed to prepare you for the test/final format.

**Writing Assignments:** There will be two one-page five-paragraph writing assignments, each worth 125 points. This gives you 250 possible writing assignment points (two assignments at 125 points each). Writing assignments must be in 12-point Times New Roman font with one-inch margins and your name as a header (an example of "Five-Paragraph Essay" is posted on the website).

**Tests:** There will be two tests each worth 125 points of multiple choice questions. Tests will be returned in class.

**Final:** The final will be worth 250 points of multiple choice questions. The final is comprehensive and mandatory.

**Extra Credit:** Extra Credit may be offered for participation in a marketing research project or for other options approved by the instructor. Any extra credit offer must be extended to the entire class (i.e., if one student has the opportunity to earn extra credit, all other students must be given the same opportunity).

## COURSE POLICIES

**Make-up Test Requests and the "Drop One Quiz" Format:** The "drop one" format for quizzes is designed to allow students to miss class periods if needed, for any reason. *The purpose of "drop one" is not to help you get a better grade, but rather to allow you to manage any scheduling conflicts that may arise during the course of the term.* "Make-up" tests, quizzes, and writing assignments give an unfair competitive advantage of more preparation time to students who request a make-up. For this reason, requests to take make-ups will rarely, if ever, be approved. The class schedule provides reading assignments, test dates for the tests, due dates for assignments, and the date of the final. The final exam time is listed in the above "Course Information" section. Students who cannot take the final exam at the regularly scheduled time should not take this class. Although I do not foresee any changes to the syllabus or the schedule, you are responsible for changes to it and to the class schedule. Changes, if any, will always be announced during class, posted on a revised schedule, and e-mailed to you.

**Code of Conduct:** Students who take this course are expected to adhere to the OSU code of student conduct. If you are not familiar with this, it can be obtained from <http://oregonstate.edu/admin/stucon/achon.htm>. I am thankful for and appreciate the vast majority of students who abide by the code of student conduct. However, a note of warning to the few students who may choose not to abide by the code - *I find violations of the code unacceptable, and I will respond to any and all violations with the most severe sanctions allowed by the code.* I will give the offending student an "F" for the course and subject him/her to any and all further disciplinary action possible. I do this in order to protect the vast majority of students who abide by the code.

**Students with Disabilities:** "Accommodations are collaborative efforts between students, faculty and Services for Students with Disabilities (SSD). Students with accommodations approved through SSD are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through SSD should contact SSD immediately at 737-4098."

## COURSE SCHEDULE, CONTENT, AND ASSIGNMENTS

The course schedule with all graded work, assignments, and review sessions is available to all students on the COB BA 491 shared folder located at <http://classes.bus.oregonstate.edu/ba491/>