|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Course code: | MKT268 | | | 1. Course title: | | | | | | Personal selling | | | | | | | | | | | |
| College of Business Administration | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. in Marketing/ Minor in Management/Accounting/Finance/Islamic Banking | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MKT 261 | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online   MKT268 / 3 U ( 12:00 - 12:50 )  MKT268 / 4 U ( 14:00 - 14:50 )  MKT268 / 3+4 H ( 12:00 - 13:40)  MKT268 / 1+2 M ( 08:00 - 09:40 )  MKT268 / 1 W ( 08:00 - 08:50 )  MKT268 / 2 W ( 10:00 - 10:50 ) | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Available on Blackboard | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Sarra Berraies | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Sarra Berraies, sbarraies@uob.edu.bh | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | | | X | | | Second | | | |  | | Summer | | | | |
| 1. Textbook Selling: Building Partnerships, 10th edition, Weitz, Castleberry, Tanner Jr, McGraw-Hill Irwin, ISBN: 978-0077861001, 2019. | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (http://www.ac-knowledge.net/uobv3/1) | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc.   Sales Management – Analysis and Decision Making, Ingram, Avila, Schwepker, Williams – 9th Edition, Routledge, ISBN: 978-0765644510, 2015.  Online resources, The Marketing Teacher:<http://www.marketingteacher.com> | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   The knowledge and skills necessary for performing personal selling activities needed for effective marketing of products, providing customer care and establishing long-term relationships with customers. It covers the role of personal selling within an integrated marketing system, types of personal selling requirements for effective personal selling, qualification and skills of salespeople, the selling process and the role of personal selling in creating customer value and loyalty. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| Learning goals | | | | | a. Knowledge | | b. Globalization | | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
|  | | | | | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | | b2: Global Perspective | | | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Demonstrate a detailed knowledge and understanding of selling processes required for a sales team doing business in a regional and global context. | | | | | ✓ | ✓ |  | | ✓ | | |  |  |  | | ✓ | |  |  | ✓ | ✓ |
| 2. Use basic skills to build partnering partnerships and be able to adapt the communication message and the presentation to Individual customers. | | | | | ✓ | ✓ | ✓ | | ✓ | | |  |  |  | |  | |  |  |  |  |
| 3. Use the information to understand Organizational buying and selling complexity and how they make buying decisions. | | | | |  |  | ✓ | | ✓ | | |  |  |  | |  | |  | ✓ | ✓ | ✓ |
| 4. Describe the theory of social style matrix to adapt their communication strategy to the type of customer they are dealing with. | | | | |  |  |  | |  | | | ✓ | ✓ | ✓ | | ✓ | | ✓ | ✓ |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment (2-hour) | Chapters’ reading, Class participation (short questions) and attendance.  1, 2, 3, 4 | 1 | 15 % | **All the semester**  **7/2/2021-27/5/2021** |
| Engagement Activities (1-hour) | Quizzes  Class participation (Role play games)  Class attendance  1, 2, 3, 4 | 2 | 15 % | **All the semester**  **7/2/2021-27/5/2021** |
| Examination/ project/assignment/other  (practical) | Project (Sales plans)  and  Sales plan Video    2,3,4 | 2 | 30% (15% and 15%) | **25/4-8/5/20201 (Project)**  **1/4-8/5/2021 (Video)** |
| Final Examination  (Respondus) | Chapter 6. 8, 10, 12  1,2,3,4 | 1 | 40% | **01/06/2021**  **11H30-13h30** |
| Total |  |  | 100% |  |

|  |  |
| --- | --- |
| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g., chapter/experiment title)* | *Description* |
| Chapter-1 Selling and Salespeople | Why learn about personal selling? creating value; what do salespeople do?; types of salespeople; characteristics of successful salespeople; rewards in selling; the building partnership model; ethics problems |
| Chapter-3 Buying Behavior and the Buying Process | Types of customers; organizational buying and selling; complexity of the buying process; how organizations make buying decisions; types of organizational buying decisions; who makes the buying decisions; supplier evaluation and choice; professional purchasing growing importance. |
| Chapter-4  Using Communication Principles to Build Relationships | What are the basic elements in the communication process? Why are listening and questioning skills important? How can salespeople develop listening skills to collect information about customers? How do people communicate without using words? What are some things to remember when communicating via technology like phones, e-mail, and social media? How does a salesperson adjust for cultural differences?. |
| Chapter-6 Prospecting | Why is prospecting important for effective selling? Are all sales leads good prospects? What are the characteristics of a qualified prospect? How can prospects be identified? How can social media be used? How can the organization’s promotional program be used in prospecting? |
| Chapter-8 Making the Sales Call | Making a good impression; identifying the prospect’s needs: the power of asking; offering value; the solution to the buyer’s needs; selling to groups; case problems; role play case |
| Chapter-11 Responding to Objections | When do buyers raise objections?; common objections; behaviors of successful salespeople; effective response methods; the price objection; dealing with tough customers |
| Chapter-12 Formal Negotiating | What is negotiation selling? How does it differ from non-negotiation selling? What items can be negotiated in selling? What type of planning needs to occur prior to a negotiation meeting? How should a seller set objectives? How can the negotiation session be effectively opened? What role does friendly conversation play? Which negotiation strategies and tactics do buyers use? How should negotiators respond? What are the salesperson’s guidelines for offering and requesting concessions? |
| Chapter-11 Building Partnering Relationships | What different types of relationships exist between buyers and sellers? When is each type of relationship appropriate? What are the characteristics of successful partnerships? What are the benefits and risks in partnering relationships? How do relationships develop over time? What are the responsibilities of salespeople in partnerships? |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | 7*-13 Feb., 2021* | Introduction to the course and its relation to other courses Course outline review | 1,2 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture*  *Class discussion* |
| *2* | *14-20 Feb., 2021* | Chapter-1  Selling and Salespeople | 1,2,3 | *2-hour lecture:*  *Lecture and*  *Class Discussion* | Homework reading  *Class participation* |
| *1-hour lecture*  *Case study* |
| *3* | |  | | --- | | *21-27 Feb., 2021* | | Chapter-3  Buying Behavior and Buying Processes | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Course Project Brief  *Class participation* |
| *1-hour lecture*  *Case study* |
| *4* | 28 Feb*-6 March, 2021* | Chapter-3 Buying Behavior and Buying Processes | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Course Project Brief  *Class participation* |
| *1-hour lecture*  *MULTIATTRIBUTE MODEL OF PRODUCT*  */SUPPLIER*  *EVALUATION AND CHOICE* |
| *5* | 7*-13 March, 2021* | Chapter-4  Using Communication Principles to Build Relationships | 2,3,4 | *2-hour lecture: Lecture and*  *Class Discussion* | MCQ  *Class participation* |
| *1-hour lecture*  *Quizz and class discussion* |
| *6* | 14*-20 March, 2021* | Chapter-4  Using Communication Principles to Build Relationships | 1,2,4 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *Case study*  *Class participation* |
| *1-hour lecture*  *Quizz and class discussion* |
| *7* | 21-27 March, 2021 | Chapter-6 Prospecting | 1,2,3, 4 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *Reading*  *Role play game, Class participation* |
| *1-hour lecture*  *Role Play Game* |
| *8* | 28 March-3 Apr, 2021 | Chapter- 8 Making the Sales Call | 1,3,4 | *2-hour lecture: Lecture and*  *Class Discussion* | Advertising Video  *Brief*  *Class participation* |
| *1-hour lecture*  *Case study* |
| *9* | **Sun, 4 – Thu, 8 Apr 2021** | Mid semester Exams |  | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture* |
| *10* | 11-17 Apr, 2021 | Chapter-10 Responding to Objections | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Project  *Class participation* |
| *1-hour lecture*  *Class discussion* |
| *11* | 18 -24 Apr, 2021 | Chapter-12 Formal Negotiating | 1.2,3.4, | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *Reading*  *Role play game, Class participation* |
| *1-hour lecture*  *Role play game* |
| *12* | 25 -30 Apr, 2021 | Chapter-13  Building Partnering Relationships | 1,2,3,4 | *2-hour lecture: Lecture and*  *Class Discussion* | *Class participation* |
| *1-hour lecture*  *Class discussion* |
| *13* | |  | | --- | | 2-8 May, 2021 | | Project Presentation | 2,3,4 | *2-hour lecture: Lecture and*  *Class Discussion* | Project Presentation |
| *1-hour lecture*  *Quiz and class discussion* |
| *14* | |  | | --- | | 9-15 May, 2021 | | Project Presentation | 2,3,4 | *2-hour lecture:*  *Lecture and*  *Class Discussion* | Project Presentation |
| *1-hour lecture*  *Quiz and class discussion* |
| *15* | 16-22 May, 2021 | Course Revision | 1,2,3,4 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture*  *Class discussion* |
| *16* | 23-27 May, 2021 | Course Revision | 1,2,3,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture*  *Class discussion* |  |
| *17* | 01/06/2021  11H30-13h30 | Final Exam |  |  |  |