

# COURSE SYLLABUS



COURSE TITLE: MARK 235 – Creative Selling

CLASS SECTION: Section 001 (Monday – 6:00-8:50 pm).

TERM: Winter 2022

COURSE CREDITS: (3)

DELIVERY METHOD(S): Weekly synchronous face-to-face

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

The COVID-19 pandemic has presented many challenges, and Camosun College is committed to helping you safely complete your education. Following guidelines from the Provincial Health Officer, WorkSafe BC, and the B.C. Government to ensure the health and wellbeing of students and employees, Camosun College is providing you with every possible protection to keep you safe. Our measures include COVID Training for students and employees, health checks, infection control protocols including sanitization of spaces, PPE and ensuring physical distancing. For details on these precautions please follow this link: <http://camosun.ca/covid19/faq/covid-fags-students.html>.

---

*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

---

NAME: Troy Dunning

EMAIL: [dunning@camosun.bc.ca](mailto:dunning@camosun.bc.ca)

OFFICE: CBA 229

HOURS: As posted or by individual appointment

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

---

A modern look at creative selling as a career. From the philosophy of prospecting to the final close, the student, through applied research, is encouraged to simulate the actual experiences of sales professionals. This practical course analyzes behavioural patterns which affect sales success.

**PREREQUISITE(S):** One of: C in MARK 110 C in SPEX 160. Must be completed prior to taking this course.

**CO-REQUISITE(S):**

**EXCLUSION(S):**

## COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful course completion, students will be able to:

1. Generate new clients or develop new business opportunities with existing clients.
2. Prepare and make an effective sales call to a client or a business
3. Track sales data and customer information using a current contact management software system.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

TEXTBOOK – *SELL. (3rd. Can Ed.)*

Ingram, LaForge, Avila, Schwepker, Williams, Shannahan, Shannahan. Toronto – Nelson Publishing

Ebook available through Nelson Education

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
1. Jan. 10-14	Introduction to the course. Overview of Personal Selling – Chpt. 1	
2. Jan. 17-21	Understanding Buyers – Chpt. 3 Introduction of the Team Sales Project and meeting the client. (Raising the Roof)	<b>Project Teams formed</b>
3. Jan. 24-28	Strategic Prospecting and Preparing for Sales Dialogue – Chpt. 5	
4. Jan. 31-Feb. 4	Communication Skills – Chpt. 4 In class Networking Session	<b><u>Installment #1 – Introduction &amp; Prospecting List</u></b> Due – Feb. 4 <sup>th</sup> 11:59 PM
5. Feb. 7 -11	Planning Sales Dialogue and Presentations – Chpt. 6	
6. Feb. 14-18	Sales Dialogue – Chpt. 7 <b>Planning Session – Installment Report #2 – Sales Team Check-in</b>	
7. Feb. 21-25	Mon – Feb. 21. Family day holiday – No class Feb. 22-25 – Reading Week	<b><u>Installment #2 – Planning Report</u></b> Due – Feb. 25 <sup>th</sup> 11:59 PM
8. Feb. 28 – Mar. 4	Addressing Concerns and Earning Commitment – Chpt. 8	<b><u>Installment #2 – Sales Aid</u></b> Due – Mar. 4 <sup>th</sup> 11:59 PM
9. Mar. 7 - 11	Practice sales calls with student peer teams. Sign up for your Live Installment #3 call for Week #10.	

10. Mar. 14-18	LIVE team sales call with your prospect in the community and (face to face in class sales call with instructor)	<b><u>Installment #3 - In Class - Mon. Mar. 14<sup>th</sup></u></b>
11. Mar. 21-25	Expanding Customer Relationships – Chpt. 9 Building Trust in Sales Ethics – Chpt. 2	<b><u>Installment #4 – Follow-Up Report</u></b> Due – Mar. 25 <sup>th</sup> 11:59 PM
12. Mar. 28-Apr. 1	Adding Value – Chpt. 10	Sales Interview & Networking Assignment Due – Mar. 28 <sup>th</sup> 11:59 PM
13. Apr. 4-8	Sales Management and Sales 2.0 (supplementary chapter content in D2L)	Launch Elevator Pitch Assignment
14. Apr. 11-15	Individual Product/Service Elevator Pitch Presentations + PEOPLES CHOICE AWARD ( <b>In class ONLY</b> )	
Final Exam	Date – TBD during Exam Week (Apr. 19-27). <b>Comprehensive Final Exam – all chapters</b>	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Team Sales Project – Four Installments. PAIRS ONLY!	40%
Take Home Chapter Cases/Assignments (3 @ 5% each)	15%
Sales Interview and Networking Assignment	10%
Individual Sustainability Elevator Pitch	10%
Final Exam – during Exam Week – April 19-27 TBA	25%
	<b>TOTAL</b>
	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

The School of Business uses **APA style for formatting assignments and citing references**. Proper citations and formatting using APA style will be required. See <http://camosun.ca.libguides.com/apa>

- Submit all assignments into the D2L drop box by your last name.
- Students must submit their assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are NO additional assignments or make up exams of any kind if you perform poorly on individual case, team sales installment assignments or the final exam.
- EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances which must be submitted and then accepted by the instructor.
- Students registered through the **Centre for Accessible Learning (CAL)** should discuss timelines and matters of accommodation with their instructor *at the beginning of each semester*.
- Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes from RN's, chiropractors, message therapists, etc. will not be accepted. Electronic notes will not be accepted. Medical documentation must be received no later than 1 week after the students absence and before an assignment deadline.

#### SCHOOL OR DEPARTMENTAL INFORMATION

---

Academic Progress: Students are ultimately responsible for their learning and progress and are expected to seek help in a timely manner when they are unable to meet the course requirements. The College is committed to supporting student success and to working with students in achieving their academic goals.

Final Exams: Students are expected to write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. **Holidays or scheduled flights are not considered emergencies.** The student may be required to provide verification of the emergency circumstances.

#### School of Business Academic Honesty Guidelines

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to success throughout their academic programs and in their careers. The purpose of these guidelines is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is the **student's responsibility** to become familiar with the content and the consequences of academic dishonesty.

Academic Integrity Policy - <https://calendar.camosun.ca/mime/media/7/1045/e-1.13+-+Academic+Integrity.pdf>

#### STUDENT RESPONSIBILITY

---

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## SUPPORTS AND SERVICES FOR STUDENTS

---

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

---

### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/services/accessible-learning/) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized

Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-3703841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

## GRADING SYSTEM.

### Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D		1
0-49	F	Minimum level has not been achieved.	0

## EMPLOYMENT OPPORTUNITIES

Job positions for co-op work terms, non-coop work terms, and full time employment are posted on Camosun's employment website <https://educationthatworks.camosun.ca/home.htm>.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.