MKTG 4390: Personal Selling: MWF 10:00-10:50 Lowder 152

Instructor: Dr. Michael S. Kincaid

Office Hours: 1:00-11:50, 3:00-5:00 MWF and by appointment

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Required Text: Selling, Building Partnerships by Castleberry & Tanner 9th edition

**Course Objective:** Learn and apply the concepts of personal selling to build product awareness, create interest, stimulate demand and reinforce the brand. This includes acquiring and practicing partnering and adaptive communication skills.

**Grade Determination:** There will be one semester exam, a midterm and the final exam which comprise 55% of your final grade. A sales presentation, negotiation exercise, and homework will comprise the remaining 45% of your final grade. The break-out is as follows:

- Exam 1 (10%)
- Midterm Exam (15%)
- Final Exam (30%)
- Sales Presentation (20%)
- Negotiation Exercise (20%)
- Homework (5%)

**Extra Credit:** Each student will have the opportunity to meet with the Instructor for a 15 minute “Selling Yourself” interview. Students availing themselves of this opportunity will receive 3% points toward their final grade. **This is the only opportunity for “Extra Credit”**.

**Grading:** A=90-100; B=80-89; C=70-79; D=60-69; and F=59 and below. If a student misses an exam: (1) they must provide a written excuse within 48 hours of the exam date and (2) the excuse must be valid per Tiger Cub policy. If conditions 1 and 2 are not met, the student will receive a ZERO on the exam. Students must bring #2 pencils, Auburn University blue scan forms, and Auburn University Identification Card to each exam.

**Grade Appeals:** If I make a math error grading your assignment and it lowers your grade, show me the error and your grade will be corrected immediately. If the error is in your favor, consider it a visit from “Lady Luck”.
If you disagree with the way a particular assignment was graded, please give me your appeal in writing, within one week of the day the assignment was returned to you. I will regrade the entire assignment. It is possible, then, that your appeal could result in your grade improving, remaining the same, or declining.

**Academic Honesty:** Anyone caught cheating will be prosecuted to the full extent possible as discussed in the Tiger Cub.

**Calendar:** A Spring Semester 2014 calendar of reading assignments, dates for exams, sales presentations and negotiation exercises, speakers, and other information will be provided during your second class meeting.