

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.