

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 372

SALES AND ADVANCED CLOSING

COURSE DESCRIPTION

A study of the sales and marketing roles and responsibilities within an automotive dealership.

RATIONALE

Sales and marketing are both vital to automotive operations because they are the engine that provides customers value in both the new/pre-owned sales and the service lane. Students must understand how products and services are sold before fully comprehending holistic automotive operations.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Develop a customer relationship management program designed to attract and retain loyal customers for an optimum lifetime value.
- B. Design a website that provides similar features and functions as those of an existing automobile dealership.
- C. Develop a virtual marketing plan for attracting consumers through a website, converting visitors to customers, and developing an environment for repeat business.

- D. Role play steps in customer sales process for a dealership.
- E. Integrate a Christian worldview within the field of automotive management.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (5)

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 450 words, demonstrate course-related knowledge, and incorporate at least 3 citations in current APA format. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 250 words and incorporate at least 2 citations in current APA format.

- D. Written Assignments (2)

The student will write 2 research-based papers in current APA format that focus on the assigned topics. Each paper must be at least 750 words and include at least 3 references in addition to the course textbooks and the Bible.

- E. Integration of Faith and Learning Essay

The student will write a dealership management policy of at least 450 words from a Christian worldview perspective.

- F. Exams

Each exam will cover the Reading & Study material for the assigned module/week and all previous modules/weeks. Each exam will be open-book/open-notes, contain 30 multiple-choice and true/false questions, and have a time limit of 1 hour and 30 minutes.

VI. COURSE GRADING AND POLICIES

- A. Points

Course Requirements Checklist	10
Discussion Board Forums (5 at 100 pts ea)	500
Written Assignments (2 at 100 pts ea)	200
Integration of Faith and Learning Essay	100
Exam 1 (Modules 1–4)	100
Exam 2 (Modules 1–8)	100
Total	1010

- B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Accommodation Support (ODAS) at LUODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 372

Textbooks: LUC: Brunson & Farlik, *Automotive Marketing & Sales* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	<i>Automotive Marketing & Sales:</i> chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1	10 0 100
2	<i>Automotive Marketing & Sales:</i> chs. 4–6 1 presentation	Written Assignment 1	100
3	<i>Automotive Marketing & Sales:</i> chs. 8–9 2 presentations	Written Assignment 2	100
4	<i>Automotive Marketing & Sales:</i> ch. 3 8 presentations	DB Forum 2 Exam 1	100 100
5	<i>Automotive Marketing & Sales:</i> ch. 10 9 presentations	IFL Essay	100
6	5 presentations	DB Forum 3	100
7	<i>Automotive Marketing & Sales:</i> chs. 12–13 1 presentation	DB Forum 4	100
8	<i>Automotive Marketing & Sales:</i> ch. 13 2 presentations	DB Forum 5 Exam 2	100 100
TOTAL			1010

LUC = Liberty University Custom DB = Discussion Board IFL = Integration of Faith and Learning

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.