

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 431

SALES MANAGEMENT AND PROFESSIONAL SELLING

COURSE DESCRIPTION

This course presents each component of the sales cycle in a business-to-business selling environment. Students will master models for initiating sales contacts, identifying and defining prospects' needs, and presenting and gaining commitment for a proposed solution.

RATIONALE

Systematic purchasing of goods and services begins with a customer's needs and leads to a transaction where two companies enter into a business relationship and where an exchange of payment is made for needed goods and services. Creating a positive, long-lasting relationship between the buyer and seller is a very deliberate process that involves the ethical and honest presentation of information and where product and service characteristics, performance, product availability, and pricing are exchanged with one another. Built upon trust, the successful relationship may last for many years as both companies benefit from the commercial exchange. BUSI 431 examines the principles and practices of professional sales management, complimenting all areas of business disciplines.

I. PREREQUISITE

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

II. REQUIRED RESOURCE

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 Word
- E. APA Formatting Information:
<http://ezproxy.liberty.edu/login?url=http://APAStyleCENTRAL.apa.org>

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Distinguish between ethical and unethical behavior in sales situations.

- B. Apply standard communications principles in sales interviews and sales calls.
- C. Conduct a professional sales interview to determine the needs of the client using the concepts from the textbook and class discussion.
- D. Conduct a professional sales presentation that results in closure using the concepts from the textbook and class discussion.
- E. Integrate Christian Worldview within the field of marketing and sales.

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 (4)

Discussion boards are collaborative learning experiences. Therefore, the student will create a thread in response to the provided prompt for each forum. Each thread must be at least 350 words, not including references, and demonstrate course-related knowledge. Each thread must be completed in Microsoft Word, have at least 1 reference in current APA format, and must be copied/pasted into (or attached to) the respective forum. In addition to the thread, the student will reply to at least 2 other classmates' threads, including at least 1 reference in current APA format per reply. Each reply must be at least 200 words.

- D. Essays (3)

The student will write 3 essays, each of which must have at least 1,000 words, excluding the references, and must be in current APA format. The purpose of each essay is for the student to fully develop his or her analytical skills in important elements of sales management and partnership development. Each essay must demonstrate college-level writing, be completed in Microsoft Word, and have at least 2 scholarly sources in addition to the course textbook.

- E. Sales Plan Project

The student will be assigned to a group of 3–4 classmates and will collaboratively develop a detailed Sales Plan Project that follows the textbook topic sequence and the project instructions. This assignment will be completed in 3 parts:

1. Drafts – There will be 3 Sales Plan Project drafts and 1 Final draft. Each draft must demonstrate college-level writing and be completed in Microsoft Word. Each draft requires scholarly research and must be in current APA format.
2. Activity Table – Each of the 4 project drafts will be accompanied by a completed Activity Table (AT), which will list student participation and contribution to each draft. Each student within the group must contribute content to each draft in order to receive any credit for it.

3. Analysis – The student will read, review, and analyze 1 other Sales Plan Project and substantially provide relevant, insightful feedback. The response must be in current APA format, demonstrate college-level writing, and be completed in Microsoft Word. The analysis must be at least 350 words.

F. Quizzes (8)

Each quiz will cover the Reading & Study material for the assigned module/week. Each quiz will be open-book/open-notes, contain 25 multiple-choice questions, and have a 45-minute time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums	
Threads (4 at 40 pts. ea.)	160
Replies (4 at 20 pts. ea.)	80
Essays (3 at 75 pts. ea.)	225
Sales Plan Project	
Drafts and Activity Tables (3 at 50 pts. ea.)	150
Final Draft	50
Analysis	55
Quizzes (8 at 35 pts. ea.)	280
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 Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty’s [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

COURSE SCHEDULE

BUSI 431

Textbook: Castleberry & Tanner, *Selling: Building Partnerships* (2019).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Castleberry & Tanner: chs. 1–2 1 presentation	Course Requirements Checklist Class Introductions DB Forum 1 Thread Quiz 1	10 0 40 35
2	Castleberry & Tanner: chs. 3–5 2 presentations	DB Forum 1 Replies Essay 1 Sales Plan Project Draft 1 Quiz 2	20 75 50 35
3	Castleberry & Tanner: chs. 6–7 2 presentations	DB Forum 2 Thread Sales Plan Project Draft 2 Quiz 3	40 50 35
4	Castleberry & Tanner: ch. 8–9 1 presentation	DB Forum 2 Replies Essay 2 Quiz 4	20 75 35
5	Castleberry & Tanner: chs. 10–12 1 presentation	DB Forum 3 Thread Sales Plan Project Draft 3 Quiz 5	40 50 35
6	Castleberry & Tanner: chs. 13–14 2 presentations	DB Forum 3 Replies Essay 3 Quiz 6	20 75 35
7	Castleberry & Tanner: chs. 15–16 2 presentations	DB Forum 4 Thread Sales Plan Project Final Draft Quiz 7	40 50 35
8	Castleberry & Tanner: ch. 17 1 presentation	DB Forum 4 Replies Sales Plan Project Analysis Quiz 8	20 55 35
TOTAL			1010

DB = Discussion Board

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**.