

**Sales, Negotiations, Logistics and Omni-Channel Retailing**  
**MKTG 3226 Spring 2020 Mondays 4:00-6:45pm**

**Instructor:** Ms. Cindy Fox  
**Classroom:** Friday 132  
**Office:** Friday Room 246  
**Office Hours:** TR 11:00-12noon, or email me

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**Course Description:** **MKTG 3226=Sales, Negotiations and Omni-Channel Retailing (3).** An overview of skills and knowledge involved in individual selling in the B2B environment. Negotiations skills built using the Harvard Negotiation process. Exploration of the evolving nature of retailing.

**Prerequisites:** The following must be met:  
• Marketing 3110 (Marketing Concepts) with a grade of “C” or better

**Texts:** *Suggested= 1.) Selling: Building Partnerships 9<sup>th</sup> Edition, by Castleberry/Tanner; McGraw-Hill*  
*Older versions of the book can work in this class*  
*Required=2.) Getting to Yes: Negotiating Agreement without Giving In, Ury and Fisher*  
*On Canvas = 3.) Retail/Omni-Channel and Logistics-Resources will be on Canvas*

**Course Objectives:** To:  
Understand the role of culture in sales, negotiations, logistics and omni-channel  
Learn the SPIN technique, a commonly used sales technique  
Reinforce basic marketing principles  
Explore the evolution of retail in today’s marketplace  
Understand the growing importance of logistics and the importance of Charlotte’s location  
Discuss sustainability and ethical issues pertaining to sales/negotiations/omni-channel  
Gain an understanding of the Harvard Negotiation process and how to use the techniques

This course covers basic skills that will be useful in the most common entry level marketing jobs our students take. The course also reinforces principles useful in our capstone marketing class. My goal is for YOU to be successful in your career, starting off with a firm grasp of basic marketing principles, practice in the most common sales technique, and good negotiation skills will help achieve that. . An understanding of logistics will serve you well in Charlotte and keeping up with changing retail trends will help you in almost all marketing fields.

**Course Methodology:** Class material will come from Canvas, class discussions, guest speakers, video’s introduced in class, etc. It is the student’s responsibility to take notes and ask questions if necessary. Any updates to the syllabus will be reflected on Canvas; it is the student’s responsibility to check Canvas regularly. If you have to miss class or check your notes, review the Class Summary to find what information was covered in class. Students are expected to take notes, information given in class is reflected on tests and graded material. Students who are distracted by electronic devices and not paying attention in class will NOT be given answers to questions just asked and answered. Students who are on the edge of another grade (69,79 or 89) at the end of the semester can bring by their handwritten notes for extra credit.

## In-Class Exercises/

**Participation/Attendance:** This grade is a combination of all three of these. Half of your points will be straight attendance, and the other half will be participation. Your participation will be assessed by the quality of your participation, not necessarily the quantity. Those who attend all classes but do not participate should expect a grade of 90. Participation will be measured at 90, 93, 96 and 100. Missing more than one class will result in -4 pts. for each class. Using your smart phone or being on your laptop for any other reason than taking notes or researching topics in your groups will result in a reduction of points. Not respecting our guest speakers will result in a reduction in points. There will be assigned seating and name tents need to be visible. Attendance will be taken on attendance sheets, it is your responsibility to sign the sheet each class period. Articles will be on Canvas designated for class discussion, if you have a difficult time joining in an open class discussion, this is your opportunity to be prepared prior to class.

**Tests:** Only one make-up will be given per student/semester unless they are on university business. Students must have documentation for their excuse and have notified the instructor in advance that they would not be able to attend.

**Sales Presentations:** During the week that the sales presentations are scheduled there is no class. You are expected to be there with your team for the time you signed up for or you will miss points. You **MUST** have a partner who is enrolled in this class and you must tape during your assigned time unless there are unusual circumstances.

**Retail Creation Plan:** Information on Canvas.

<b>Grading:</b>	Sales Presentation	10%
	Negotiation Assignments	10%
	Three tests at 18.3% each	55%
	In-Class Exercises/Participation/Attendance	5%
	Team Retail Creation	20%

All explanations of assignments are on Canvas; please look for any updates of the syllabus on Canvas also.

All written work **MUST** be submitted to Canvas or submitted in class, do not email me your assignments. Good grammar is an essential element of all assignments; being able to communicate effectively is the basis for selling and negotiating. Peer team evaluations for the retail creation plan could impact your grade.

## **ACADEMIC INTEGRITY**

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**NOTE:** Your peer evaluation must be a fair representation of each member's contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

## STATEMENT of INCLUSION

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

**Disability Statement:** UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

## Class Policies

- Discussion is essential to learning.** However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.  
All students are required to abide by the UNC Charlotte Sexual Harassment Policy (<http://www.legal.uncc.edu/policies/ps-61.html>)
- The use of cell phones, beepers, or other communication devices is **disruptive**, and is therefore prohibited during presentations and lectures unless you are taking notes or asked to search for information.
- Being a Professional:** You will soon be graduating, and need to start thinking and acting more like a Professional. This includes email communication, interacting with companies and guest speakers, communicating with other professionals in the college and your classmates, focusing on the information given in class and continuing to take advantage of your Canvas resources. Most of your instruction in a professional work situation will be orally. All instructions DO NOT need to be written and communicated in Canvas. You must focus while in the classroom.
- Weather:** There may be weather conditions that cancel class, but if there is a written assignment due that week, you must submit it online. Also review your notes and assignments so you will keep current!

## TENTATIVE COURSE OUTLINE MKTG 3226 Spring 2020

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
Jan 13	Introduction Sales-Ethics/Legal/Culture Sales-Buying Behavior/Process	Chapter 1, <i>Selling: Building Partnerships</i> Chapter 2 Chapter 3
Jan 20	MLK Day, No Class	
Jan 27	Sales-Using Communication Principles Adaptive Selling Sales-Prospecting Sales-Planning the Approach	Chapter 4 Chapter 5 (parts) Chapter 6 Chapter 7
Feb 3	Sales-Making the Sales Call	Chapter 8

Sales-Presentation Chapter 9  
SPIN TECHNIQUE FOCUS

Feb 10 Sales-Objections Chapter 10  
Sales-Commitment Chapter 11  
Sales-Building Partnering Relationships Chapter 13  
Sales-Building Long Term Partnerships Chapter 14

Feb 17 *Sales Presentation time your team signed up for, NO CLASS THIS WEEK!*

Feb 24 *TEST #1-Sales*

March 2 *Spring Break!*

March 9 *Getting to Yes, (paperback)*  
Negotiations-Don't Bargain Over Positions, *Getting to Yes*  
Negotiations-Separate People from the Problem-*Case Study: Used Car*  
Negotiations-Focus on Interests, Not Positions; Invent Options for Mutual Gain  
Negotiations-Insist on Using Objective Criteria  
BATNA

March 16 Negotiation Case, Salary Negotiations, Global Negotiations

March 23 *TEST #2-Negotiations*

March 30 Omni-Channel Introduction/Project Introduction

April 6 Logistics Speaker, Omni-Channel Continued

April 13 *Simply Analytics Training, Angel Truesdale, Business Librarian.*  
*Followed by more omni-channel.*

April 20 *Test #3-Omni-Channel and Logistics*

April 27 *Retail Creation Presentations*

*Monday, May 4, 5:00-7:30pm, Optional Comprehensive Objective Exam*