Course Description:

MKTG 3226, Sales, Negotiations and Retailing, is an overview of skills and knowledge involved in personal selling and the selling process. Emphasis is on sales and sales management theories and their applications. Discussion includes both buyer and seller negotiation techniques. Concepts of managing the customer experience through omni-channel retailing are introduced.

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

Class Texts:

2) Getting to Yes: Negotiating Agreement without Giving In, Ury and Fisher
3) Articles and additional resources as assigned.

Course Objectives are to:

- Understand the concepts of professional business selling and negotiations
- Discuss ethical issues pertaining to sales/negotiations
- Explore the buying and selling journey from engagement through relationship management.
- Recognize the impact of changing technologies, consumers and economics on sales/negotiations
- Understand the expanding role of omni-channel retailing in the customer experience
- Gain an understanding of negotiation strategies and how to use the techniques in various situations
- Provide opportunities for students to apply the concepts discussed in this course
In-Class Exercises, Quizzes, Participation, Attendance:

Regular attendance is necessary for doing well in this course. Time is allocated in class for lesson review, concept application and group work. Exam material comes principally from lectures and class discussions.

It is important that you read and adhere to the following, as failure to do so will impact your grade:

- Deductions will be applied to your Participation grade for 2 or more unexcused absences.
- Class materials and any updates to the syllabus will be reflected on Canvas; it is the student’s responsibility to check Canvas regularly and especially for missed classes.
- Late submissions of in-class assignments or exercises will not be accepted.
- Unless prior approval has been received, no make-up options for quizzes or tests will be available due to absences.
- Pop quizzes may be given in classes, and may not be made up.
- Professional conduct is expected. Tardiness and early departure are disruptive and disrespectful, and are strongly discouraged. Breaks will be provided or students may step out as needed during group work.
- Students are expected to turn off cell phones during class and use of your laptop for any other reason than class notes or completing an assignment may also result in a reduction of participation points.

Tests:

There will be two tests in this class. All material included in the text, lectures, and exercises will be subject to examination.

Team Sales Simulation:

Working in small groups, students will prepare and demonstrate a simulated sales opportunity. Teams will progressively develop tools to demonstrate and support their Selling Story, from identifying a prospect through selling a product to a business customer. Teams will have the opportunity to create and practice tools and techniques during class exercises. The exercises will culminate with each team presenting their sales story on the last class day. A peer evaluation and checklist for grading of the final presentation will be provided.

Grading:

Your grade for this class will be determined based on the following:

- In-Class Quizzes & Exercises - 300
- Participation - 100
- Test 1 - 225
- Test 2 - 225
- Sales Story Group Project - 150
- TOTAL 1000
Final grades will be calculated based on the total number of points earned for each assignment. Note that at the end of the course, each individual’s contribution to the team project will be considered and points for the team project may be adjusted to reflect individual contributions.

The final letter grades will be determined as follows:

<table>
<thead>
<tr>
<th>Total Points</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 – 1000</td>
<td>A</td>
</tr>
<tr>
<td>800 – 899</td>
<td>B</td>
</tr>
<tr>
<td>700 – 799</td>
<td>C</td>
</tr>
<tr>
<td>600 – 699</td>
<td>D</td>
</tr>
<tr>
<td>599 and below</td>
<td>F</td>
</tr>
</tbody>
</table>

**Academic Integrity:**

The UNC Charlotte Academic Integrity Policy will be followed. Each 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:** Peer evaluations 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 Services:**

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.
**Tentative Class Schedule:**

The outline provided below provides a **preliminary** guide to the course organization and is subject to change. Any changes will be announced in class and reflected on Canvas.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
<th>Text / Reading</th>
<th>Assignment(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1</td>
<td>Course Overview&lt;br&gt;Introduction to Selling Ethics/Legal Issues</td>
<td>Chapters 1, 2</td>
<td>Worksheet</td>
</tr>
<tr>
<td>July 3</td>
<td>Buying Behaviors &amp; Process&lt;br&gt;Communication Principles&lt;br&gt;Intro to Adaptive Selling</td>
<td>Chapter 3, 4, 5</td>
<td>Worksheet / Establish Project Teams</td>
</tr>
<tr>
<td>July 8</td>
<td>Behavioral Styles&lt;br&gt;Prospecting</td>
<td>Chapter 6</td>
<td>Group Project Company &amp; Product due</td>
</tr>
<tr>
<td>July 10</td>
<td>Planning the Call&lt;br&gt;Making the Call (SPIN®)</td>
<td>Chapters 7, 8 SPIN® reading</td>
<td>Project Work</td>
</tr>
<tr>
<td>July 15</td>
<td>Test 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 17</td>
<td>Presentations</td>
<td>Chapter 9</td>
<td>Project Work</td>
</tr>
<tr>
<td>July 22</td>
<td>Objections&lt;br&gt;Commitment&lt;br&gt;Building Partnering&lt;br&gt;Relationships&lt;br&gt;Building Long Term Partnerships</td>
<td>Chapters 10,11,13,14</td>
<td>Project Work / Exercises</td>
</tr>
<tr>
<td>July 24</td>
<td>Omnichannel</td>
<td></td>
<td>Project Work</td>
</tr>
<tr>
<td>July 29</td>
<td>Test 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 31</td>
<td>Negotiations</td>
<td>Chapter 12&lt;br&gt;Getting to Yes</td>
<td></td>
</tr>
<tr>
<td>Aug 5</td>
<td>Negotiations</td>
<td></td>
<td>Negotiations Worksheet</td>
</tr>
<tr>
<td>Aug 7</td>
<td>Team PRESENTATIONS (NOTE: Location may be different)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>