Sales, Negotiations and Omni-Channel Retailing  
MKTG 3226  Spring 2018  
Wednesdays 3:30-6:15pm  

Instructor:  Ms. Cindy Fox  
Email: ctfox@uncc.edu  
Classroom:  Denny 109  
Phone: (704) 687-7676  
Office:  Friday Room 246  
Office Hours:  MW 2:00-3:00pm, or email me  

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

Required Texts:  
   Older versions of the book can work in this class  
2.) Getting to Yes: Negotiating Agreement without Giving In, Ury and Fisher  
3.) Retail/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.

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 at the end of the semester can bring by their notes for extra credit. These notes must be handwritten.

In-Class Exercises/
Participation/Attendance: This grade is a combination of all three of these. 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. 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: Make-ups are to be made up during the optional final exam time unless you miss the test because of university business. Only one make-up will be given per student/semester. Students must have documentation for their excuse. Ten points will be taken off your test score for indicating the wrong version of the test on your opscan.

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 Plans: Team Evals will impact.

Grading:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sales Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Negotiation Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Three tests at 18.3% each</td>
<td>55%</td>
</tr>
<tr>
<td>In-Class Exercises/Participation/Attendance</td>
<td>5%</td>
</tr>
<tr>
<td>Team Retail Creation</td>
<td>20%</td>
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</tbody>
</table>

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.

**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.

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

1. 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)
2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.

TENTATIVE COURSE OUTLINE
MKTG 3226 Spring 2018

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>January 10</td>
<td>Introduction</td>
<td>Chapter 1, Selling: Building Partnerships</td>
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<td>Sales-Ethics/Legal/Culture</td>
<td>Chapter 2</td>
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<td>Sales-Buying Behavior/Process</td>
<td>Chapter 3</td>
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<td>Sales-Using Communication Principles</td>
<td>Chapter 4</td>
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<td>Adaptive Selling</td>
<td>Chapter 5 (parts)</td>
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<td>Jan 17</td>
<td>Sales-Prospecting</td>
<td>Chapter 6</td>
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<td>Sales-Planning the Approach</td>
<td>Chapter 7</td>
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<td>Sales-Making the Sales Call</td>
<td>Chapter 8</td>
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<td>Sales-Presentation</td>
<td>Chapter 9</td>
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<td>Jan 24</td>
<td>Sales-Objections</td>
<td>Chapter 10</td>
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<td>Sales-Commitment</td>
<td>Chapter 11</td>
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<td>Sales-Building Partnering Relationships</td>
<td>Chapter 13</td>
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<td>Sales-Building Long Term Partnerships</td>
<td>Chapter 14</td>
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<td>January 31</td>
<td>Global Implications for all topics this semester</td>
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<td>February 7</td>
<td>SPIN Technique, Guest Speaker Brandon Bogan, Tom James Clothing</td>
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<td>February 14</td>
<td>Test #1-Sales</td>
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<td>February 21</td>
<td>Sales Presentations-Sign up for times, NO CLASS THIS WEEK</td>
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February 28  
*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 7  
*Spring Break-No Class*

March 14  
Negotiation Case, Salary Negotiations

March 21  
Test #2-Negotiations

March 28  
Logistics, Global Supply Chain

April 4  
Omni-Channel Intro

April 11  
Omni-Channel

April 18  
Test #3-Omni-Channel and Logistics

April 25  
Team Retail Creation Presentations

*Wednesday, May 9, Optional Comprehensive Multiple Choice Exam*