

**AEB 3341**  
**Selling Strategically**  
**Tentative Distance Learning Course Syllabus**  
**Fall 2015**

**Instructor: Jane L. Bachelor, MBA, SPHR**

**Office:** Indian River Research and Education Center (IRREC), 2199 South Rock Road  
Room 68 Fort Pierce, FL 34945

**Office Phone:** 772-577-7375

**Main IRREC Phone:** 772-468-3922

**Fax:** 772-468-5668

**Email:** <http://lss.at.ufl.edu> Use Sakai email for all instructor correspondence.

**Back up Email:** [jbach@ufl.edu](mailto:jbach@ufl.edu) (NOTE: If Sakai is unavailable, utilize backup email address)

**Class:** 100% Asynchronous Distance Learning Course via the Sakai Course Management System; 3 credit hours

**UF HELP Desk:** Contact the UF HELP Desk if technical difficulties occur while taking this course.  
<http://helpdesk.ufl.edu/>; 352-392-4357.

**University of Florida Distance Learning:** <http://www.distance.ufl.edu/>

**Teaching assistant(s)**

The name(s) of the Teaching Assistant(s) and contact information will be posted in “Announcements” in Sakai after the close of “Add/Drop”.

**TEACHING ASSISTANT(S) ACCESS**

Your Teaching Assistant(s) is/are readily available via email and will respond to e-correspondence within a reasonable timeframe. Your Teaching Assistant(s) will make every effort to respond to emails sent during the week within 48 hours. Emails sent over the weekend may not be answered until the following business day (generally Monday).

Meetings can be scheduled with your assigned TA, if you so desire, either via telephone, in person (if you are physically located in or near Gainesville) or virtually, utilizing Adobe Connect. Please notify your TA via email that you wish to schedule a one-on-one meeting with a requested date and time AND with an alternative date and time to meet. The TA will then confirm the meeting date and time with you via email.

Questions regarding homework or on-going weekly assignments should be reviewed initially you're your assigned Teaching Assistant(s), rather than with the instructor. If you have additional questions once you have contacted your Teaching Assistant(s), contact the instructor.

**INSTRUCTOR ACCESS**

Your instructor is readily available via email and will respond to e-correspondence within a reasonable timeframe. Your instructor will make every effort to respond to emails sent during the week within 48 hours. Emails sent over the weekend may not be answered until the following business day (generally Monday).

Alternatively, meetings can be scheduled and conducted via telephone or Adobe Connect (virtual meeting). Please notify the instructor via email that you wish to schedule a one-on-one meeting with a requested date and time and with an alternative date and time.

Questions regarding homework or on-going weekly assignments should be reviewed initially with your assigned Teaching assistant(s), rather than with the instructor. If you have additional questions once you have contacted your Teaching assistant(s), contact the instructor.

**Adobe Connect class discussion** sessions will be held periodically throughout the semester to answer students' questions about the course, assignments, projects, etc. All students are encouraged to attend these interactive internet sessions. **For students who are unable to attend due to a course, lab or work conflict, each session will be recorded and the link will be posted in Sakai.**

Students use the 'Sign-Up' tool in Sakai to register for the session prior to its delivery. If fewer than 10% of the students enrolled in the class sign up for the class meeting twenty-four hours (24) prior to a scheduled session, the session will be pre-recorded, the link will be posted in Sakai, and no live session will be held.

Extra credit will be available for those who either attend the virtual meeting sessions or who watch the recorded sessions posted in Saki AND complete the Discussion Session Student Questionnaire by the stated due date.

- However, students who sign up for an Adobe Connect session and fail to attend that meeting **forfeit their opportunity to receive extra credit** upon submission of the Student Questionnaire.

## **COURSE DESCRIPTION**

This course serves as an introduction to professional selling techniques for all products with emphasis given to food and agricultural products and related services. Students are expected to gain a formal understanding of the skills necessary to become a successful sales professional. Many students who have taken this course have later secured successful sales positions and careers.

In addition to homework assignments and tests, students will be required to:

- formulate a sales strategy report and
- conduct a formal sales presentation/demonstration

To facilitate the understanding of professional selling techniques, students will be exposed to certain principles of interpersonal communication, as well as the role of ethics and morality in the business environment. The "science" of strategic selling is a form of effective communication. These skills are essential to all professional careers, even if you never have direct sales responsibilities, as well as for selling yourself in every career endeavor or interview you encounter.

**Everybody can and should know how to sell strategically!!!**

## **COURSE DELIVERY**

**This is a 100% asynchronous, online, distance education course** delivered through a variety of electronic communication mediums, such as Accordent, Adobe Connect, and Sakai as described below. You will need regular access to an Internet-ready computer; some prior computer experience is also expected of each student enrolled in this course. A microphone headset and a camera (imbedded in your computer or a Skype camera) are also necessary for this course.

## **Distance Education Orientation:**

For an orientation to distance education at UF IFAS, go to: <http://irrec.ifas.ufl.edu/teaching.shtml>. Click on “Orientation for Distance Education Students” or access via this direct link: <http://irrec.ifas.ufl.edu/files/orientation/DEOrientation.shtml>. Completing this orientation activity is optional. It serves to acclimate students to services available at the University of Florida.

The screenshot shows the IRREC website interface. On the left, there are three main navigation categories: Undergraduate Programs, Graduate Programs, and Important Links. The 'Teaching' section on the right provides information about online degree programs and lists contact details for Jackie White, IRREC Academic Coordinator. A blue arrow points to the 'Orientation for Distance Education Students' link in the 'Orientation for Distance Education Students' section.

**Undergraduate Programs**  
 Environmental Management website  
 Microbiology and Cell Science Online Program website  
 Undergraduate Admissions  
 Non-Degree Application

**Graduate Programs**  
 Agricultural Education & Communication  
 Ecological Restoration  
 Entomology and Nematology  
 Environmental Horticulture  
 Environmental Science  
 Graduate Admissions  
 Non-Degree Application

**Important Links**  
 Map to IRREC  
 IRREC Scholarship Application  
 Academic Dates and Deadlines  
 Registrar Services  
 Fee Calculation  
 Student Financial Affairs  
 Distance Education Orientation  
 UF Library Services  
 UF Bookstore  
 Gator Athletics

**IFAS Statewide Programs**

**Teaching**  
 For information about online degree programs, certificates, or courses from the College of Agricultural and Life Sciences, as well as live classes at Indian River Research and Education Center, contact  
 Jackie White, IRREC Academic Coordinator, at [jkwhite@ufl.edu](mailto:jkwhite@ufl.edu) or (772) 468-3922, ext. 148

Orientation for Distance Education Students  
 CALS Degrees and Certificates via Distance Education (PDF flyer)  
 B.S. Degree in Microbiology and Cell Science (PDF Brochure)  
 B.S. Degree in Environmental Management (PDF Brochure)  
 Course Listings  
 • CALS Statewide Distance Education Courses\_Undergraduate  
 • CALS Statewide Distance Education Courses\_Graduate

### Where is my Online Course—Sakai or Canvas?

If you are uncertain if your course is in Canvas or Sakai, visit our “CMS Selector” to determine where your classes are being taught.

- To access course information online through the e-Learning system:
  - Click on the web page, <https://lss.at.ufl.edu>
  - Locate “Where’s My Course?” on the left-hand side of the page
  - Click on “CMS Selector”
  - Click the “Canvas” and/or the “e-Learning” orange box to find your course(s).

### E-Learning Sakai Course Management System:

E-Learning Sakai is the centrally supported course management system at UF. It is the online source for the majority of your learning resources and assignments in this course.

- For a tutorial regarding E-Learning Sakai functionality, go to <https://lss.at.ufl.edu>. Under ‘Teaching Tools’, select “e-Learning in Sakai”; select “Tutorials, FAQs & Known Issues” OR select “Training”.
- To access course information online through the e-Learning system:
  - Click on the web page, <https://lss.at.ufl.edu>
  - Click the link on the left-hand side of the page “**e-Learning Login**”
  - Log in with your GatorLink username and Password to take you to your main page in Sakai “My Workspace”.

- At the top of the page next to the tab “My Workspace,” is a tab for each course in which you are registered.
  - The University of Florida’s network automatically adds students to the class website(s) upon registration.
  - If you are in a class and do not see a tab for that class in Sakai, contact your Academic Coordinator.

### **Adobe Connect:**

Adobe Connect is an application that provides for online conversation and presentation using text, voice and video. It will be utilized periodically as a virtual meeting source during this course. To familiarize yourself with Adobe Connect functionality, go to <http://www.adobe.com/support/connect/gettingsstarted/index.html>.

- A microphone headset and a camera (imbedded in your computer or a Skype camera) are necessary for this course.
- To eliminate problems during our Online Adobe Connect sessions, **PLEASE use a headset with built-in microphone.** This is necessary to prevent the entire class from hearing your feedback echo if you are using the speakers on your computer, which results in no one being able to effectively communicate during the Adobe Connect meeting. Online discussions will be smoother and more productive if you set this up and test your headset with built-in microphone before attending the actual Adobe Connect session.

### **Turnitin:**

Turnitin is a widely recognized and trusted resource for maintaining academic integrity and honesty. It has been adopted by UF for use by faculty and students. To familiarize yourself with Turnitin, go to <https://lss.at.ufl.edu>. Under ‘Teaching Tools’, select “Turnitin” (Plagiarism Checker); select “Learn More, UF e-Learning Help--Turnitin.

### **Adobe Acrobat:**

Adobe Acrobat reader is a free software required to view and print the lecture notes and other resources such as the Turnitin manual (all in the PDF format). To download the reader, go to: <http://get.adobe.com/reader/>

### **Accordent Capture Station:**

Accordent Capture Station is a rich media creation software that allows organizations to implement enterprise webcasts and streaming media presentations. Accordent-recorded materials will be accessible to students via Sakai.

**Personal Computers:** All submitted documents must be in Word 97 - 2007 at this time to reduce document errors. Additionally, all documents must have all spaces removed from file names to be opened in Sakai.

### **COURSE MANAGEMENT:**

- If you have a question that pertains to an assignment, **post that question in the Sakai “Discussion/Questions About Assignments” section**, where either the instructor, the Teaching assistant(s)(s), or your fellow classmates can respond to the question. This information is then available to everyone taking the course.

- You should expect to spend a **minimum** of **6-8 hours** per week on this course to complete the lectures, chapter quizzes and associated homework and discussion assignments. The development of the Sales activities will be **in addition to** these **6-8 hours** per week devoted to course content understanding.
- Each online distance learning program has a process for, and will make every attempt to resolve, student complaints within its academic and administrative departments at the program level. See <http://distance.ufl.edu/student-complaints> for more details.

### **“FEEDBACK” IN SAKAI:**

- The “Feedback” section of Sakai will be used for some grade responses. Items posted in “Feedback” may be date-restricted, requiring them to be viewed during the dates listed by your instructor for that section of Sakai to be “Open”. In such cases, once the “Feedback” section is closed, access to the information posted is no longer available to the student.

### **REQUIRED COURSE MATERIALS**

**Textbook:** Selling Today/Partnering to Create Value—Twelfth Edition by Gerald L. Manning, Michael Ahearne, and Barry L. Reece. (ISBN No. 978-0-13-210986-4).

**Lectures:** AEB 3341 “*Selling Strategically*” Lecture presentations are available in the UF E-Learning Sakai course management system. Note shells are available in Sakai to download for course note-taking.

**Additional Materials:** Additional required materials outlining course projects, assignments, video presentations or reading resource materials are provided to students throughout the semester via the Sakai course management system.

**PLEASE NOTE:** This course requires students to post their assignment videos and pictures into the Course Management system. Students who do not wish to adhere to these assignment requirements should not enroll in this course.

### **COURSE DUE DATES:**

**A detailed course document of all lectures, readings, assignments, assessments, weekly due dates, and milestone critical course dates, is posted in Sakai/Course Introduction.**

### **LEARNING OBJECTIVES**

By the end of the course, as a student, you will be able to:

1. Identify the role of selling in your daily life;
2. Sell yourself (job interviews, on your resume, in the workplace, etc.) focusing on skills verses duties/responsibilities;
3. Identify and demonstrate the effective use of the seven (7) steps of the selling process;
4. Demonstrate mastery of key course concepts including: a) ego, drive and empathy, b) Features, Advantages, and Benefit (FAB) statements, c) the four (4) steps of a Selling Point, d) the four (4) steps of Handling Objections, and e) the 5 steps to Closing a Sale.

### **SALES PROJECT OVERVIEW**

**(For project details and for grading rubrics, see the “Sales Project” instructions posted in Sakai)**

This comprehensive project provides you the opportunity to observe sales techniques as performed by a current sales professional. This project also offers an authentic sales experience, including the

practice of various selling techniques and a demonstration of your understanding, command, and application of fundamental selling skills.

**PLEASE NOTE:** This project requires the posting of a video of the student and their selected 'customer' into the Course Management system. Students who do not wish to post a video of themselves and their customer in a selling scenario should not enroll in this course.

The Sales Project represents 60% of your course grade and consists of four different parts (A-D), highlighted below:

**(A) Sales Project Source Information Sheet (5% of Course Grade)**

- To begin this project, students need to find a practicing sales professional. The product or service you represent is encouraged to be, but does not have to be, agriculturally related. Since we are studying relationship and repetitive customer sales, **students are not allowed to select retail sales clerks, (also referred to as 'on the floor' or 'grab-and-go' transactional sales clerks) or sales telephone solicitors, as their sales professional**. You may **not** shadow relatives for this part of the project without prior permission from the instructor.
- If you cannot find a sales professional to provide you information, then consult with your assigned Teaching assistant(s) or the instructor about possible contacts in your area of interest. Choose your contact carefully; in the past, some students have ultimately secured employment with or through their contact.
- You will complete the "Sales Project Source Information Sheet" describing your contact source for the Sales Project and submit it via "Assignments" in Sakai.

**(B) Sales Call Strategy Report (20% of Course Grade)**

- The worksheet is a written report prepared for your hypothetical sales call.
- This report begins with a summary of your shadow experience with your sales professional.
- Next, the report is used to create the foundation for your One-on-One Sales Call Demonstration, whereby you prepare for your hypothetical sales call, developing such things as your customer information, their problems/concerns, your proposed solution and other factors that impact the sales call.
- You will submit your Business Profile/Sales Call Strategy Worksheet Report via "Assignments" in Sakai.

**(C) Sales Call Demonstration Video (25% of Course Grade)**

- At the end of this semester, you will conduct a formal oral sales presentation to a prospective customer (person of your own choosing) with you as the seller and other individual as the buyer.
- You will demonstrate your application of strategic selling techniques, including two distinct, assigned handling objection methods and one specific, assigned closing method.
- This demonstration will be recorded. The sales materials used during the sales call, a picture of you in business attire and the video link will be posted in "Discussions" in Sakai for review by your instructor, teaching assistant(s), yourself and your peers

**(D) Self- and Peer- Evaluations of the Sales Call Demonstration (10% of Course Grade)**

- Utilizing the "One-On-One Sales Call Evaluation Rubric", each student will submit one (1) Self Review Evaluation of their own Sales Demonstration and a minimum of two (2) Peer Review

Evaluations of other students' Sales Demonstrations by observing the recorded presentations posted in "Discussions" in Sakai.

- You will constructively evaluate the sales call presentation, noting a minimum of three (3) elements of the sales presentation that were done well and a minimum of one (1) element which the seller could improve upon.
- You will email each peer evaluation individual to the respective student and submit your Self and 2 Peer Reviews via Sakai "Assignments".

**GRADING POLICY:**

Your final course grade will consist of a weighted average of the following:

Comprehensive Final Examination	10%
The Sales Project:	60%
Sales Project Source (5%)	
Sales Call Strategy Report (20%)	
Sales Call Demonstration Video (25%)	
Self and Peer Reviews (10%)	
Sales Video Evaluations	10%
Quizzes (Chapter and Readings quizzes)	10%
Homework Assignments (Threaded Discussions, Case Studies, etc.)	10%
<b>TOTAL GRADE COMPOSITION</b>	<b>100%</b>

**Course grades will be assigned using the following criteria:**

A	94.00% and above Excellent Performance
A-	90.00% - 93.99%
B+	86.00% - 89.99% Very Good Performance
B	83.00% - 85.99% Good Performance
B-	80.00% - 82.99%
C+	76.00% - 79.99% Adequate Performance
C	73.00% - 75.99% Acceptable Performance
C-	70.00% - 72.99% Acceptable Performance
D+	66.00% - 69.99% Marginally Acceptable Performance
D	63.00% - 65.99% Weak Performance
D-	60.00% - 62.99%
E	Below 59.99% Unacceptable Performance

It is expected that students will keep track of their course progress and any questions should be discussed with the instructor as soon as possible.

Information on current UF grading policies for assigning grade points may be found via the following link: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**STUDENT RESPONSIBILITIES:**

**Read** the Course Syllabus and the Course Projects documents to gain an understanding of what this course entails.

It is the student's responsibility to check the Sakai website **on a regular basis** for course materials, announcements, assignments and assessments.



**Lectures, readings, videos, exercises, interactive discussions and case studies** will be utilized throughout the course.

- You are responsible for all course materials posted in Sakai and for all homework or other course assignments.
- **ALL** homework assignments and assessments are **DUE** as detailed weekly in Sakai site and in the 'Course Outline – Due Dates' document.
  - **ALL assignments are to be submitted in English.** If you are taking this course in a foreign country, you must have your assignments translated in to United States English prior to submitting them to the instructor.
  - **All assignments are to be submitted via Sakai** ("Assignments", Assessments or "Discussions") and NOT via email unless the Sakai system is down. Your instructor has provided a secondary email address as an emergency back-up, should there be a technical glitch with Sakai.
  - If the Sakai site is not working at the time of a deadline, it is your instructor's prerogative to extend the assignment/assessment deadline to accommodate the technical issues imposed by Sakai.
    - Students will not be penalized or held responsible for Sakai technical situations which are out of their control.
  - **Once the "Assignment" site, "Assessment" site, "Feedback" site or "Discussion" site due date has passed, no assignments will be accepted.**
    - Students will not receive points for late assignments or for partial assignments.
  - **No assignment will be accepted following the conclusion of the last class of the semester.** The last class of the semester is defined as that class or assignment period immediately preceding the final exam period.
  - Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> .
- It is the student's responsibility to ensure the instructor or Teaching Assistant(s) has received each of his/her assignments.
  - **Each assignment must be clearly marked in the Sakai submission with the student's name, the assignment and the due date period.**
  - Assignments and grades are posted on the E-Learning Sakai site regularly; if you do not see an assignment posted that you have submitted, contact the Teaching Assistant(s).
- **Exams:**
  - All exams are online in Sakai
  - All students are encouraged to take the exam from a network-connected computer. It is not advisable to rely on a wireless network connection or a dial-up connection for the exam.
  - **If you experience technical difficulties while taking the exam, you MUST obtain a Trouble Ticket from the UF HELP Desk (352-392-HELP(4357)), which is to be forwarded to the instructor. Absolutely no action will be taken to re-open the exam for completion without the submission of a Trouble Ticket to the instructor.**
- **Grades:**
  - Students must report missing grades in FEEDBACK, Gradebook2, or any other grading device utilized in the class, within one week of the posting of the grades in FEEDBACK/Gradbook2.



- **Failure to report a missing grade/concern over a grade received** in a timely manner (not to exceed two (2) weeks from the FEEDBACK/Gradebook2 posting) **will result in no grade change/adjustment for that assignment.**
- **No grade discrepancies will be adjusted following the conclusion of the last class of the semester.** The last class of the semester is defined as that class or assignment period immediately preceding the final exam period.
- It is expected that students will keep track of their course progress and any questions should be discussed with the instructor or the Teaching Assistant(s) as soon as possible.
- The instructor responds to emails received from students. **If you do not receive a response to your email within one week** of sending it to the instructor, it is a clear indication the instructor did not receive your message; **re-send** both the message and the attachments originally sent to the instructor.
- Information on current UF grading policies for assigning grade points may be found by accessing the following link for the appropriate undergraduate catalog web page: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>
- **Virtual Class Sessions:**
  - Adobe Connect Question and Answer Sessions will be scheduled periodically throughout the semester; all students are encouraged to attend these virtual Q & A sessions. Extra Credit points will be awarded to those students attending each Adobe Connect discussion session (OR those who watch the recorded session's link posted in Sakai) AND complete/submit the student questionnaire by the designated due date.
- **Online Course Evaluation Process (end of semester):**
  - Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu> .
  - Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results> .

**Command of knowledge and course concepts** will be shown through a number of written and oral activities.

- You are responsible for applying what you have learned not only during the semester in this course, but also from other courses leading to this one, to actual business selling situations.
- In addition to quality of analysis and synthesis, quality of presentation (written or oral) will be part of the grading.
- This course requires that students go beyond mere memorization or rote implementation of facts. As a student in this course, you must apply concepts and models to business situations and sales exercises. You are encouraged to maintain an open, receptive, and inquisitive attitude toward learning.

**Contribution** to virtual class discussions with your peers is absolutely essential for successful completion of this course. It is only through contribution that you show a continuous command of the issues presented through the course materials.

It is important that you participate in the end-of-chapter quizzes.

- Quizzes may be taken numerous times during the 'open lesson' period for each chapter.

- The quiz grade recorded for each chapter will be the highest quiz grade at the close of the lesson period. As such, if a quiz is taken more than one time, the grade recorded will be the highest score acquired by the close of the lesson period.

Practice and review of major selling principles is what helps an individual progress and become comfortable as a developing sales person with his/her individual selling style.

### **Accommodations**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

### **Class Demeanor**

- All assignments are due on the date indicated in the “Course Outline & Due Dates” document posted in Sakai.
- Show respect for all class members, interact and have fun!!
- **Plagiarism will not be tolerated.**
  - University policy will be followed for students submitting an assignment determined by the instructor to have violated the Academic Honesty Policy and Honor Code.
  - **Abide by the University Academic Honesty Policy and Honor Code**  
 “Each student is expected to abide by the University Honor Code. The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. ....Therefore, the university will take severe action against dishonest students.”

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

It is assumed that you will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated.

The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code> .

### **PICTURES AND INTRODUCTORY BIO:**

To facilitate getting to know each other and enhancing discussion opportunities, each student will create a short video biography to introduce yourself to your fellow classmates. Specific instructions regarding this assignment are posted in “Discussions” in Sakai.

### **E-MAIL ACCOUNTS**

Every student at the University of Florida has the privilege of a Gatorlink account that provides a mailbox, computer lab access, E-Learning access and limited Internet dialup. From the IFAS Computer lab, you may access the Gatorlink site to establish a Gatorlink account. The URL is <http://www.gatorlink.ufl.edu>.

During the course of the semester, the instructor will rely heavily on Sakai e-mail as a vehicle for distribution of important information. Therefore, each student is required to have an e-mail account no later than second day into the semester.

Students are required to check their Gatorlink/Sakai e-mail account daily. Also, each student is required to provide the instructor with a second, individual e-mail account to facilitate communications. Please provide the instructor with a secondary, individual e-mail address that you check frequently. This account will be used as a backup account for communications should the Sakai account experience technical difficulties.

### **NEXT STEPS:**

Once you have completed reading the Syllabus, please return to the Sakai Course Management Site, Course Introduction/Week 1, for information and instructions regarding assignments and activities to be completed. You will progress to Week 2 and beyond as the semester unfolds. Each ‘Module Week’ opens on a Monday and closes on a Sunday.

### **CRITICAL THINKING**

It is your instructor’s view that the ability to think critically is a skill that can and will be nurtured in Selling Strategically. Class time will be devoted to understanding critical thinking concepts, including, but not limited to, the elements of reason, the standards of reason, and Socratic questioning. Critical thinking will be emphasized in class discussions, class projects and on examinations.

**If you work strategically, you will succeed!!!**

# Academic Honesty, Software Use, UF Counseling Services, Services for Students with Disabilities

## Academic Honesty:

In 1995 the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

In adopting this honor code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the university community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the honor code. Any individual who becomes aware of a violation of the honor code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the honor code.

**The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.**

On all work submitted for credit by students at the university, the following pledge is either required or implied: **“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”**

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

*(Source: 2008-2009 Undergraduate Catalog)*

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor.

This policy will be vigorously upheld at all times in this course.

For more information regarding the Student Honor Code, please see:  
<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

## Software Use:

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

### **Campus Helping Resources:**

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

*University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575*

[www.counseling.ufl.edu/cwc/](http://www.counseling.ufl.edu/cwc/)

- Counseling Services
- Groups and Workshops
- Outreach and Consultation
- Self-Help Library
- Wellness Coaching

*University Police Department, 352-392-1111 or 9-1-1 for emergencies.*

*Career Resource Center, First Floor, JWRU, 352-392-1601, [www.crc.ufl.edu/](http://www.crc.ufl.edu/)*

### **Students with Disabilities:**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

*Disability Resource Center, 0001 Reid Hall, 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)*