

AEB3341: Selling Strategically – Fall 2025

Course Time and Location: Fully Online – All class work will be completed asynchronously through Canvas.

Instructor information: Ms. Amanda Heinzmann, Adjunct Lecturer

Email: amandaheinzmann@ufl.edu

Office Hours and Location: M, W 5:30 PM – 6:30 PM via [Zoom](#) or by appointment. Please reach out to amandaheinzmann@ufl.edu to schedule an appointment.

Course Description: Introduces professional selling techniques for all products with special emphasis given to food and agricultural products, technical systems, and services.

Prerequisites: AEB 2014 or AEB 3103 or ECO 2013 or ECO 2023.

Undergraduate Advisor: Ms. Michelle Baldwin; 1170B McCarty Hall A; (352) 294-7640;
E-mail: baldwin.ma@ufl.edu; [Schedule an appointment](#)

Undergraduate Coordinator: Dr. Misti Sharp; 1189 McCarty Hall A; (352)294-7632;
E-mail: mistisharp@ufl.edu; [Schedule an appointment](#)

Teaching Assistant: Ms. Grace Aransiola; Office Hours – T, R 1:00 PM – 2:00 PM via [Zoom](#)
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Expected Student Learning Outcomes: After the successful completion of AEB3341, a typical student should be able to:

- Apply the Core Principles of Professional Selling to the sales workplace and marketplace.
- Understand how personal selling is a major function within a firm's marketing and promotional mix.
- Improve your communication ability.
- Familiarize yourself with the principles of selling.
- Prepare and present a sales presentation; visually, verbally, and non-verbally communicate your information using the selling skills discussed throughout the course.

Required Course Materials:

- **Text:** Futrell, C. M., Agnihotri, R., & Krush, M. T. (2019). *Abc's of relationship selling through service*. McGraw-Hill Education. (ISBN-13: 978-1260169829)
 - This textbook can be purchased at:
[University of Florida Bookstore \(textbook direct link \)](#)
 - Alternatively, you may also purchase the textbook at other retailers.
- **E-learning:** There is an [E-Learning Canvas webpage](#) for this course. E-learning can be accessed via <http://elearning.ufl.edu> using your Gatorlink username and password. If you

are having difficulties accessing E-learning, please contact the UF Computing Help Desk by calling (352)-392-HELP or via email helpdesk@ufl.edu.

- **Minimum Technology Requirements:**

- Coursework will require ongoing use of a computer and a broadband connection to the Internet. The University of Florida provides various software resources such as Microsoft Office Suite. You can access these resources through the UF Apps site at: <https://info.apps.ufl.edu/> (Links to an external site.)
- Computer / laptop with a webcam, microphone, broadband connection to the internet and necessary related equipment
- Microsoft Office Suite installed (provided by the university)
- Honorlock Chrome Extension
 - Honorlock Minimum System Requirements:
 - Computer / laptop with a webcam, microphone, and photo ID. The webcam and microphone may be integrated or external USB devices.
 - Requires use of Google Chrome (minimum version 79).
 - Operating System: Windows 10, MacOSX 10.13 and higher, ChromeOS
 - Internet Speed: 1.5Mbps download, 750 Kbps upload
 - Honorlock Support Options:
 - Email: support@honorlock.com
 - Live Chat: <https://honorlock.com/support/>
 - For further information, FAQs, and technical support, please visit [Honorlock](#)
- Zoom
 - You can find resources and help using Zoom at the [University of Florida's Zoom](#) website.

Class Structure: This course is online, asynchronous with all work submitted via the Canvas course.

Course Assignments and Expectations:

This course is comprised of assignments, discussions, quizzes, and exams. Additionally, there is a group project that will take place throughout the semester and an individual project roughly halfway through the course. All assignments are completed or submitted via Canvas. All grades will be received via Canvas as well.

Grading errors must be brought to the attention of the teaching team (instructor and teaching assistant) within ten business days of the grade item being posted on Canvas. It is quick and easy to submit a regrading request. All you need to do is to submit a request via email to your teaching team specifying which grade item needs attention and a brief justification for grading review. All requests to have grading reviews will open the entire assignment for a full review. Any other grading errors shall be corrected which may increase or decrease the final assignment grade. After ten business days, the opportunity for grade corrections is forfeited and the assigned grade will remain permanent. Therefore, please do not wait until the end of the semester to request a regrading request as such requests will be denied.

All submissions must be submitted on time according to the Canvas system clock in Eastern Time (consistent with UF main campus). Each assignment has a "Due" date, "Available from" date, and "Until" date. Some assignments may have a short available time period for a no-penalty "grace period" applicable to late submissions beyond the "Due" date. Any submission after the posted due date deadline is considered late. Late work is not accepted after the posted deadline has passed the assignment availability "Until" date. However, in the event an assignment deadline has passed and students are unable to submit their work, the grade item drop policy still applies! The grade item drop policy is explained in the following section. Submitting work early is highly encouraged! Students are responsible for any technical difficulties or technological issues preventing successful on-time submission of classwork (including scheduled Canvas system maintenance). Be sure to submit assignments before the deadline. Contact information for the E-Learning Technical Support is provided under the Campus Resources section. If you are experiencing technical difficulties, you are expected to refer to the Gator Help Desk immediately in order to receive a timestamped email with your support ticket.

Special, unpreventable, or extenuating circumstances understandably arise over the course of the semester. **Students are permitted to drop, for any reason, one grade item from the assignment, quiz, discussion, and exam grade categories for a total of 4 items dropped.** For example, if there are 11 assignments, then only the 10 highest graded items will apply to the final grade and the lowest assignment grade will be omitted. This policy does include the final exam which you may use for your exam drop if you choose. **All items in the project category are required and no drops are provided.**

The following are some examples of allowable use scenarios for grade item drops: bereavement, travel, technical difficulties, late submissions, medical emergencies, family emergencies, sickness, unpaid utilities, roommate issues, internet outages, broken computers.

Students do not need to inform the teaching team in order to exercise this option. In order to take advantage of grade item drops, students simply do not submit the grade item of their choice.

Once the submission window has closed, the student will receive zero points for the grade item which will later be left out of the final course grade calculation. Final grades will be calculated once at the conclusion of the semester.

Extra credit may be awarded to students at the instructor's discretion. Any opportunities for extra course credit is optional and does not negatively impact the grade of any student. The student is allowed to waive the opportunity to complete any extra credit assignment, if they choose to do so, without any penalty. Assignments may extend beyond the scope of this course and rely on the student's own information gathering (such as outside research or searching for information using an internet search engine) in order to complete assignments. Extra credit assignments may require a specified level of class participation in order to be awarded. Late submission of any extra credit course activity will not be accepted and no deadline extensions will be given, unless otherwise noted in course announcement. Extra credit will not be factored into any grade calculations during the course until the conclusion of the semester.

Bug Bounty: Any individual student can earn 1/2 point for being the first to document and submit a typo or error on any Canvas course page by providing: (1) a screenshot with the typo or error highlighted, (2) a link to the Canvas page, and (3) a proposed correction to clarify the typo or error found. Bug Bounty related extra credit is awarded up to a maximum of 50 points (not to exceed maximum points possible) and is a component of the assignments grade category. Submissions should be sent via email to the instructor with the TA in the CC line.

Composition of Final Score:

Course Assignments	Total Points	% of Total
Assignments (12; 11 highest scores apply)	1100 (100 Points Each)	35%
Quizzes (14; 13 highest scores apply)	650 (50 Points Each)	21%
Discussions (12; 11 highest scores apply)	220(20 Points Each)	6%
Project (6)	600 (100 Points Each)	19%
Exams (4; 3 highest scores apply)	600 (200 Points Each)	19%
Total	3,170	100%

Student Evaluation: the grade scale is at the discretion of the professor. UF does not have an A+ option. You must provide percentage, total points, and grade points in a table such as this:

Grade	Percentage	Total points	Grade Points
A	94% or more	$\geq 2,980$	4.00
A-	90.0 – 93.9%	2,853 – 2,979	3.67
B+	87.0 – 89.9%	2,758 – 2,852	3.33
B	84.0 – 86.9%	2,663 – 2,757	3.00
B-	80.0 – 83.9%	2,536 – 2,662	2.67
C+	77.0 – 79.9%	2,441 – 2,535	2.33
C	74.0 – 76.9%	2,346 – 2,440	2.00
C-	70.0 – 73.9%	2,219 – 2,345	1.67
D+	66.0 – 69.9%	2,092 – 2,218	1.33
D	64.0 – 65.9%	2,029 – 2,091	1.00
D-	61.0 – 63.9%	1,934 – 2,028	0.67
E	60.9% or less	$\leq 1,933$	0.00

This course adheres to all UF Academic Policies: <https://go.ufl.edu/syllabuspolices>

Schedule: This course is broken into 15 modules, as well as an orientation “module” that will serve as your starting point for the course. Note, module 15 is only the farewell and final exam. All other modules will have a quiz, discussion post, and assignment associated with them. Modules and Assessments open at 12:00 AM. Assessments are due by 11:59 PM EST. The course also includes two projects: a one-minute individual sales pitch, and a group sales demonstration. The group project is broken into an initial sales call and a sales demo, each with scheduling, in progress, submission, and peer review components. These projects will allow you to apply the knowledge and skills you gain throughout the course to a real-world scenario a sales person might be faced with. The instructor reserves the right to change these dates as the semester progresses, with notification to the students of any changes.

Week	Module	Module Opens	Assignments Due
1	Orientation	8/21	8/29
2	Module 1	8/25	9/2
	Holiday: Labor Day	8/1	
3	Module 2	9/2	9/9
4	Module 3	9/8	9/16
5	Module 4	9/15	9/23
	Exam 1, Chapters 1- 4	9/22	9/24
6	Module 5	9/24	10/3 and 10/4
	Initial Sales Call Scheduling	10/1	10/7
7	Module 6- & One-Minute Sales Pitch	10/1	10/7
	Initial Sales Call In Progress	10/8	10/14
8	Module 7	10/8	10/16
	Module 8	10/15	10/21
	Initial Sales Call Submission	10/15	10/21
9	Holiday: Homecoming	10/17	
	Exam 2, Chapters 5 - 8	10/20	10/22
	Initial Sales Call Peer Review	10/20	10/28
10	Module 9	10/22	10/28
11	Module 10 & Team Sales Demo Scheduling	10/29	11/4
12	Module 11 & Team Sales Demo In Progress	11/5	11/12
	Holiday: Veteran's Day	11/11	
13	Module 12 & Team Sales Demo Submission	11/12	11/18
	Module 13	11/17	12/1
	Team Sales Demo Peer Review	11/17	12/3
	Extra Credit: Quick Flash Deal Showdown	11/18	11/29
14	Module 14	11/19	12/3
15	Holiday: Thanksgiving Break	11/24 - 11/28	
16	Exam 3, Chapters 9 - 14	12/1	12/3
17	Module 15: Final Exam, Chapters 1 - 14	12/6	12/12