

Course Syllabus

AEB 3341 SELLING STRATEGICALLY

YOUR 2020 INSTRUCTIONAL AND SUPPORT TEAM:

<p>COURSE INSTRUCTOR:</p> <p>Dr. John Lai</p> <p>Email: johnlai@ufl.edu</p>	<p>TEACHING ASSISTANT:</p> <p>Yefan Nian</p> <p>Email: yfnian@ufl.edu</p>
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COURSE DESCRIPTION

This Selling Strategically course will introduce professional selling techniques for all products with special emphasis given to food and agricultural products, technical systems, and services.

COURSE OBJECTIVES

By the end of this course, you will be able to:

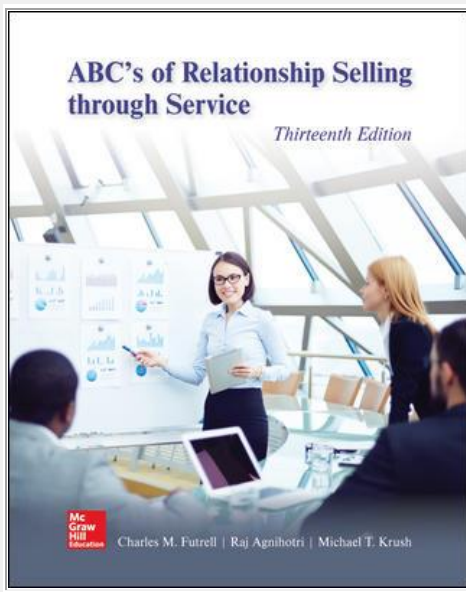
1. Apply the Core Principles of Professional Selling to the sales workplace and marketplace.
2. Understand how personal selling is a major function within the marketing and promotional mix of a firm.
3. Improve your communication ability.
4. Familiarize yourself with the principles of selling.
5. Prepare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

COMMUNICATION

As you complete this course, please feel free to reach out whenever you need help. Dr. Lai is available via email at johnlai@ufl.edu (preferred contact method). You are also welcome to reach out Yefan Nian (yfnian@ufl.edu), who is the teaching assistant for this course. Students can expect a response in approximately 2 business days. If after 2 business days you have not received a response, please politely follow up in case any one of us misses your email.

If you are experiencing any technical difficulties such as problems with logging in or other issues related to Canvas, you should contact the Gator Help Desk for support (<http://helpdesk.ufl.edu/getting-help-for-gatorlink-log-in-issues/> (Links to an external site.))

REQUIRED TEXTBOOKS AND SOFTWARE



The required text for this course is:

"ABC's of Relationship Selling through Service" by Charles M. Futrell, 13th edition, McGraw-Hill, 2019.

ISBN-13: 978-1260169829

This text can be purchased at:

[University of Florida Bookstore \(Links to an external site.\)](#) ([textbook direct link \(Links to an external site.\)](#)).

Alternatively, you may also purchase the textbook at other retailers.

Coursework will require ongoing use of a computer and a broadband connection to the Internet. The University of Florida provides a variety of software resources such as Microsoft Office 2013 Suite. You can access these resources through the UF Apps site at: <https://info.apps.ufl.edu/> ([Links to an external site.](#)).

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.

PROFESSIONALISM STANDARD

Students are expected to conduct themselves in a professional manner, demonstrate respect, and deference to their peers and to the instructional team. Offensive language or other inappropriate behavior that causes a deterioration in the quality of the learning environment, as determined by the course instructor, shall result in the offending student(s) to receive a final grade penalty of 2%. Professionalism involves each of the following:

Respect for others

A professional strives to understand the differences among classmates and colleagues, provides fair constructive feedback when asked to evaluate others, contributes equitably in group work, and is punctual and avoids disrupting the learning and work environment. Professionals respect others' expectations of confidentiality and privacy.

Commitment to Quality

A professional aims for the highest possible standard of performance and endeavors to produce work in which he or she can take true pride.

Responsibility

A professional takes responsibility for his or her own progress by being prepared for classes, labs, meeting, and other activities. A professional also takes responsibility for his or her actions with care for consequences that might evolve and for how their actions will affect others.

Personal Integrity

Professionalism is reflected by the extent to which others can rely upon you. A professional can be counted on to follow through on commitments, avoid conflicts of interest and bias, and adhere to the rules of organizations with which they are involved, such as the University of Florida.

CANVAS INFORMATION

Canvas is where course content, grades, and communication will reside for this course.

- ufl.instructure.com
- For Canvas, Passwords, or any other computer-related technical support contact the [IT Service Desk](#).
 - Available 24 hours a day, 7 days a week
 - (352) 392-HELP (4357)
 - <http://helpdesk.ufl.edu/> (Links to an external site.)
 - helpdesk@ufl.edu

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

ONLINE PROCTORING

Prior to each exam, ensure that your computer software is properly updated and that the HonorLock Chrome Extension is installed. You can run a free system check by visiting the HonorLock website and clicking on RUN SYSTEM CHECK at: <https://honorlock.com/support/> (Links to an external site.). If you experience any technical difficulties, you should seek assistance from GatorHelp Desk. For issues related to HonorLock, live support is available 24/7 via phone, chat, or email. If you encounter issues during an exam, HonorLock Support is built into the exam platform and available in real time. As you navigate through your exam, a link to live chat and support services will be available at all times by clicking on the help button in the exam.

GRADE SCHEME

The following grading standards will be used in this class:

Letter Grade	Grade % Range
A	100.0% to 90.0%
B	<90.0% to 80.0%
C	<80.0% to 70.0%
D	<70.0% to 60.0%
E	<60.0% to 0.00%

The list below shows the categories of grade items and their assigned weights which make up your final grade in the course:

1. Assignments (20%)

2. Quizzes (20%)
3. Discussions (20%)
4. Projects (20%)
5. Exams (20%)

Grades will be calculated based on the weighted average of the above items. For example: If your average score of assignments is 90%, average score of quizzes is 95%, average score of discussions 90%, average score of projects is 85%, and average score of exams is 90%, then your final grade would be 90%. This means you would be assigned the letter grade of "A" for your grade. All grade calculations will be rounded to the nearest whole number.

[Grading errors](#)

[Late Submissions](#)

[Grade Item Drops](#)

[Extra Credit](#)

ONLINE COURSE EVALUATION PROCESS

Student assessment of instruction is an important part of efforts to improve teaching and learning. At the end of the semester, students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. ([Click here for guidance on how to give feedback in a professional and respectful manner.](#)) ([Links to an external site.](#)) Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. ([Links to an external site.](#))

ACADEMIC HONESTY

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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. 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://dso.ufl.edu/> ([Links to an external site.](#))

Note: There is zero tolerance for violations to the University Honesty Policy. Any student(s) found to violate the University Honesty Policy, Student Honor Code, or Student Conduct Code for any course activity (including but not limited to: any work submitted for credit) shall receive a grade percentage of zero for the submitted work involved in the violation and be reported to administrative personnel at UF. Second or multiple offenses (including offenses on record for other courses) shall result in a final course grade percentage of zero percent being assigned and all work submitted for credit in the course assigned a zero.

PRIVACY

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments.

For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

Privacy and Accessibility Policies: For information about the privacy policies of the tools used in this course, see the links below. Note that these links will take you to an external (non UF) website.

- Instructure (Canvas)
 - [Privacy Policy \(Links to an external site.\)](#)
 - [Accessibility \(Links to an external site.\)](#)
- Zoom
 - [Privacy Policy \(Links to an external site.\)](#)
 - [Accessibility \(Links to an external site.\)](#)
- YouTube (Google)
 - [Privacy Policy \(Links to an external site.\)](#)
 - [Accessibility \(Links to an external site.\)](#)
- Microsoft
 - [Privacy Policy \(Links to an external site.\)](#)
 - [Accessibility \(Links to an external site.\)](#)
- Adobe
 - [Privacy Policy \(Links to an external site.\)](#)
 - [Accessibility \(Links to an external site.\)](#)
- Honorlock
 - [Privacy Policy \(Links to an external site.\)](#)
 - [Accessibility \(Links to an external site.\)](#)

[\(Links to an external site.\)](#)

[\(Links to an external site.\)](#)

SERVICES FOR 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. Students with disabilities should follow this procedure as early as possible in the semester. Additional information is available at <https://disability.ufl.edu/> (Links to an external site.).

Students are expected to provide advance notice with a minimum of 2 weeks prior to any critical deadlines (such as exams) for any accommodation request to be made by the Instructor. As this is an online course, a physical facility or physical individual presence should be coordinated through the Disability Resource Center.

CAMPUS RESOURCES

Health and Wellness

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> (Links to an external site.).

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> (Links to an external site.).
- Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.).
- Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.). Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> (Links to an external site.).
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.).
- Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).
- On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).
- Online Course Student Complaint Process: <https://distance.ufl.edu/student-complaint-process/> (Links to an external site.).

COURSE SCHEDULE

The course summary table below describes the course schedule and is used to provide general guidance and is not meant to be exact as to allow for deadlines to be adjusted under certain conditions. Any adjustments to deadlines would be announced in advance to all students. Specific deadlines for assigned readings, assignments, discussions, and exams will be posted using the Canvas calendar.

Each week there will be a chapter assigned for reading from the course textbook. Video PowerPoint lectures will also be provided as a supplement and not as a replacement to the assigned readings. Each reading will be assessed through a quiz on Canvas. Assignments will be posted for completion with each student's individual work submitted to the respective Canvas assignment folder. Students will also participate in weekly discussion forums regarding podcasts which can be found on the Discussions link. There will be four online exams, including a final exam. The final exam, which covers all chapters, for this course will take place online and is scheduled for December 12, 2020. This syllabus and any of its parts is subject to change. Notice will be provided via announcements through Canvas. It is the student's responsibility to check Canvas for updates and other postings regarding the course throughout the semester on a regular basis.