

AEB3341

COURSE SYLLABUS

CONTACT INFORMATION

Instructor

John Lai

Email

johnlai@ufl.edu

Office Hours

Mondays and Wednesdays 9am - 10am EST via Zoom

Zoom Link for Office Hours: <https://ufl.zoom.us/j/3523521109>

Please send an email for other times by appointment.

Department

Food and Resource Economics Department

Use the Canvas mail tool for questions about course content, your grade, or other personal issues.

Expect a response within 48 hours.

COURSE OBJECTIVES

By the end of this course, you will 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.

COURSE DESCRIPTION

This strategic selling course will introduce professional selling techniques for all products with special emphasis on food and agricultural products, technical systems, and services.

COURSE INFORMATION

Course: AEB3341

Semester/year: Fall 2022

Credit Hours: 3.0

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

COURSE REQUIREMENTS

REQUIRED TEXTBOOK

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

PREREQUISITES

There are no prerequisites for this course.

MINIMUM TECHNOLOGY REQUIREMENTS

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.

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers

are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

PROFESSIONALISM STANDARD

Students are expected to conduct themselves professionally and demonstrate respect and deference to their peers and 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) receiving a final grade penalty of 2%. Professionalism involves each of the following:

Respect for Others
Commitment to Quality
Responsibility
Personal Integrity

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 Meri Hambaryan (m.hambaryan@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.))

MATERIALS/SUPPLY FEES

There is no supply fee for this course.

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 \(4357\)](tel:3523924357)
 - <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 unmute 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, it is the student's responsibility to ensure that their 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.

Honorlock Minimum System Requirements

You will need a laptop or desktop computer with a webcam, a microphone, and a photo ID. The webcam and microphone can be either integrated or external USB devices.

Honorlock requires that you use the [Google Chrome](#) browser and that you must add the Honorlock extension to Chrome.

Operating System: Windows 10, MacOSX 10.13 and higher, ChromeOS

Browser: Google Chrome (minimum version 79)

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

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [University of Florida's Zoom](#) website.

COURSE POLICIES

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on [UF's Attendance Policies](#) website.

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

DRESS CODE

Whether in-person or online, you should always dress appropriately for the occasion. As it applies to this course, it is expected that you will be properly dress as if you were attending classes in on campus in a classroom - usually casual dress attire unless informed otherwise. This also applies during virtual meetings (such as on Zoom, Skype, or Teams).

Improper or revealing attire will result in disciplinary action, including course grade penalties. Repeated or multiple violations of any nature is subject to dismissal from the course and assigning a final grade of zero for the course.

GRADING POLICY

COURSE GRADING POLICY

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

Grade Item	Assignment Points Each
Assignments	50
Quizzes	50
Discussions	20
Project	100
Exams	100

GRADING SCALE

The following grading scheme will be used in this class:

Letter Grade	Grade % Range
A	100.00% to 90.00%
B	<90.00% to 80.00%

Letter Grade	Grade % Range
C	<80.00% to 70.00%
D	<70.00% to 60.00%
E	<60.00% to 0.000%
I*/I	Incomplete

Grades will be calculated based on the total possible points of all grade items combined. For additional information regarding grades and grading policies set by the University of Florida, refer to the Undergraduate Catalog under the section for Academic Regulations.

See the [current UF grading policies](#) for more information.

GRADING SCALE

[Grading Errors](#)

[Late Work](#)

[Grade Item Drops](#)

[Extra Credit](#)

UF POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

UNIVERSITY POLICY ON ACADEMIC CONDUCT

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 honesty 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." The [Student Honor Code and Student Conduct Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

PLAGIARISM

The [Student Honor Code and Student Conduct Code](#) states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

NETIQUETTE AND COMMUNICATION COURTESY

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security

- [General Guidelines](#)
- [Email](#)
- [Discussion Boards](#)
- [Zoom](#)

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

GETTING HELP

TECHNICAL DIFFICULTIES

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- <http://helpdesk.ufl.edu>
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH AND WELLNESS

- **U Matter, We Care:** If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We Care](#) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center](#) website or call 352-392-1575 for information on crisis services and non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care Center](#) website.
- **University Police Department:** Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515

SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](#) website.

ACADEMIC AND STUDENT SUPPORT

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](#) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](#) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](#) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](#) website or call 352-846-1138.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available on the GatorEvals [Providing Constructive Feedback](#) FAQ page. 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 the [GatorEvals](#) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](#) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](#) website.

TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Summary located in the Course Syllabus and check things off as you go.

- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

HONORLOCK ONLINE PROCTORING

In order to maintain a high standard of academic integrity and assure that the value of your University of Florida degree is not compromised, course exams will be proctored. Some students will take their exams online and will be proctored by Honorlock. You will take your exam electronically using the course website. You **do not** need to register for your exam. However, you will need to have installed and enabled the Google Chrome Honorlock extension prior to taking your exams. You will need a webcam, speakers, microphone, laptop or desktop computer, and a reliable internet connection to take your exams. Wireless internet is not recommended. You may also need a mirror or other reflective surface. Google Chrome is the only supported browser for taking exams in Canvas.

BEFORE YOUR EXAM

Prior to each exam and in the same environment you plan to take the exam, review the [Honorlock Guidelines \(Links to an external site.\)](#) (PDF), and go to [Honorlock Support \(Links to an external site.\)](#) to run a system check. This process takes just a few minutes and is completely free. If your course offers an Honorlock Practice Quiz, it is strongly recommended that you take it to practice using Honorlock before your exams.

Important: If you are unable to take an exam because of a technical glitch on your end, that is your responsibility. However, if you do experience technical difficulties during the exam, Honorlock's support menu will be visible on-screen for you to contact a support agent.

GETTING HELP

Honorlock offers 24/7/365 technical support to assist students before, during, and after exams. If you experience any trouble with Honorlock, begin a live chat on the [Honorlock](#)

[Support \(Links to an external site.\)](#) page, call 844-243-2500, or email Support@Honorlock.com.

PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Adobe
 - [Adobe Privacy Policy](#)
 - [Adobe Accessibility](#)

- Articulate
 - [Articulate Privacy Policy](#)
 - [Articulate Accessibility](#)

- Honorlock
 - [Honorlock Privacy Policy](#)
 - [Honorlock Accessibility](#)
- Instructure (Canvas)
 - [Instructure Privacy Policy](#)
 - [Instructure Accessibility](#)
- Microsoft
 - [Microsoft Privacy Policy](#)
 - [Microsoft Accessibility](#)
- Perusall
 - [Perusall Privacy Policy](#)
 - [Perusall Accessibility](#)
- PlayPosit
 - [PlayPosit Privacy Policy](#)
 - [PlayPosit Accessibility](#)
- ProctorU
 - [ProctorU Privacy Policy](#)
 - [ProctorU Accessibility](#)
- Sonic Foundry (Mediasite Streaming Video Player)
 - [Sonic Foundry Privacy Policy](#)
 - [Sonic Foundry Accessibility](#) (PDF)
- Vimeo
 - [Vimeo Privacy Policy](#)
 - [Vimeo Accessibility](#)
- VoiceThread
 - [VoiceThread Privacy Policy](#)
 - [VoiceThread Accessibility](#)

- YouTube (Google)
 - [YouTube \(Google\) Privacy Policy](#)
 - [YouTube \(Google\) Accessibility](#)
- Zoom
 - [Zoom Privacy Policy](#)
 - [Zoom Accessibility](#)