

Course E-Syllabus

1	Course title	Personal selling
2	Course number	1604314
3	Credit hours	3 hours
	Contact hours (theory, practical)	3 hours
4	Prerequisites/corequisites	-
5	Program title	Bachelor in Marketing
6	Program code	04
7	Awarding institution	
8	School	Business
9	Department	Department of Marketing
10	Level of course	
11	Year of study and semester (s)	2020-First semester
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Teaching methodology	<input type="checkbox"/> Blended <input checked="" type="checkbox"/> Online
16	Electronic platform(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input checked="" type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
17	Date of production/revision	

18 Course Coordinator:

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19 Other instructors:

Name:
Office number:
Phone number:
Email:

Name:
Office number:
Phone number:
Email:

20 Course Description:

Overview of the selling process, examination of the legal and ethical issues of organizations which affect salespeople, identification of the communication process between buyers and sellers and how to understand different types of buyers, examination of the sales dialogue and its importance in building a trust-based sales relationship, and concluding with the importance of addressing buyers' concerns and ways to earn commitment.

21 Course aims and outcomes:

A- Aims:

1. Acquire an understanding of Personal selling and the trust-based relationship selling and its importance in the current competitive environment.
2. Acquire knowledge and skill in understanding buyers
3. Acquire an understanding of ways to Address Concerns and Earn Commitment

B- Intended Learning Outcomes (ILOs):

Upon successful completion of this course, students will be able to:

1. Develop an understanding of sales ethics
2. Develop an understanding of the importance of two-way communication, and verbal and non-verbal communication
3. Develop an understanding of prospecting, its importance, and challenges for salespeople
4. Develop an understanding of effective sales dialogue
5. Develop an understanding of several techniques for closing the sale in the presentation.

22. Topic Outline and Schedule:

Week	Lecture	Topic	Teaching Methods*/platform	Evaluation Methods**	References
1	1.1	Chapter (1) Overview of Personal Selling	3 Live sessions during the week		
	1.2				
	1.3				
2	2.1	Chapter (1) Overview of Personal Selling	3 Live sessions during the week		
	2.2				
	2.3				
3	3.1	Chapter (4) The psychology of selling: why people buy	3 Live sessions during the week		
	3.2				
	3.3				
4	4.1	Chapter (5) Communication for relationship building: it is not all talk	3 Live sessions during the week		
	4.2				
	4.3				
5	5.1	Chapter (7): Prospecting-the lifeliblood of selling	3 live sessions during the week		
	5.2				
	5.3				
6	6.1	Chapter (8) planning the sales call is a must	Tuesday and Thursday live sessions via Microsoft teams/ uploading slides with audio commentary on Sunday on e- learning		
	6.2				
	6.3				
7	7.1	Chapter (9) carefully select which sales presentation method to use	Tuesday and Thursday live sessions via Microsoft teams/ uploading slides with audio commentary on Sunday on e- learning		

	7.2				
	7.3				
8	8.1	Chapter (10) begin with your presentation strategically	Tuesday and Thursday live sessions via Microsoft teams/ uploading slides with audio commentary on Sunday on e- learning		
	8.2				
	8.3				
9	9.1	Chapter (11): Elements of great sales presentation	Tuesday and Thursday live sessions via Microsoft teams/ uploading slides with audio commentary on Sunday on e- learning		
	9.2				
	9.3				
10	10.1	Chapter (13) closing begins the relationship	Tuesday and Thursday live sessions via Microsoft teams/ uploading slides with audio commentary on Sunday on e- learning		
	10.2				
	10.3				
11	11.1	Presentations via Microsoft teams			
	11.2				
	11.3				
12	12.1	Presentations via Microsoft teams			
	12.2				
	12.3				
13	13.1	Presentations via Microsoft teams			
	13.2				
	13.3				
14	14.1				
	14.2				
	14.3				
15	15.1				
	15.2				
	15.3				

- Teaching methods include: Synchronous lecturing/meeting; Asynchronous lecturing/meeting

- Evaluation methods include: Homework, Quiz, Exam, pre-lab quiz...etc

23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Period (Week)	Platform
Project	15			Skype (Presentation)
Mid-term	30		November	
Participation	5			
Final exam	50		January	

24 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

Students should a laptop or smartphone, internet connection, Microsoft teams account

25 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

26 References:

A- Required book(s), assigned reading and audio-visuals:

Fundamentals of selling, 10th edition by Futrell

B- Recommended books, materials and media:

27 Additional information:

Name of Course Coordinator: ---Farah Shishan-----Signature: ----- Date: -----

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Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

Dean: ----- Signature: -----