

Course 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	Course level		
11	Year of study and semester (s)	2022/2023-first semester	
12	Other department (s) involved in teaching the course		
13	Main teaching language	English	
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date		

17 Course Coordinator:

Name: Farah Shishan

Contact hours:

Office number: Sunday 12.30-1.30 Monday 11.30-12.30

Email: f.shishan@ju.edu.jo

**18 Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

As stated in the approved study plan.

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.

20 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- Students Learning Outcomes (SLOs):

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.

SLOs	SLO (1):	SLO (2):	SLO (3):	SLO (4):	SLO (5):
SLOs of the course					
1. Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions			**	**	**
2. Describe the theories and concepts in the field of digital Marketing					
3. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.	**				
4. Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.					
5. Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.				**	
6. Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.		**	**	**	**

7. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.			**			
8. Work efficiently within teams -to accomplish marketing projects		**	**	**	**	

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Chapter (1) Overview of Personal Selling		2 lectures face-to-face and 1 online	On-campus and Microsoft teams	Synchronous		
	1.2							
	1.3							
2	2.1	Chapter (1) Overview of Personal Selling		2 lectures face-to-face and 1 online	On-campus and Microsoft teams	Synchronous		
	2.2							
	2.3							
3	3.1	Chapter (4) The psychology of selling: why people buy		2 lectures face-to-face and 1 online	On-campus and Microsoft teams	Synchronous		
	3.2							
	3.3							
4	4.1	Chapter (5) Communication for		2 lectures face-to-face and 1 online	On-campus and	Synchronous		

		relationship building: it is not all talk			Microsoft teams			
	4.2							
	4.3							
5	5.1	Chapter (7): Prospecting- the lifeliblood of selling		2 lectures face-to-face and 1 online	On- capmus and Microsoft teams	Synchronous		
	5.2							
	5.3							
6	6.1	Chapter (8) planning the sales call is a must		2 lectures face-to-face and 1 online	On- capmus and Microsoft teams	Synchronous		
	6.2							
	6.3							
7	7.1	Chapter (9) carefully select which sales presentation method to use		2 lectures face-to-face and 1 online	On- capmus and Microsoft teams	Synchronous		
	7.2							
	7.3							
8	8.1	Chapter (10) begin with your presentation strategically		2 lectures face-to-face and 1 online	On- capmus and Microsoft teams	Synchronous		
	8.2							
	8.3							

9	9.1	Chapter (11): Elements of great sales presentation		2 lectures face-to-face and 1 online	On- campus and Microsoft teams	Synchronous		
	9.2							
	9.3							
10	10.1	Chapter (13) closing begins the relationship		2 lectures face-to-face and 1 online	On- campus and Microsoft teams	Synchronous		
	10.2							
	10.3							
11	11.1	Presentations						
	11.2							
	11.3							
12	12.1	Presentations						
	12.2							
	12.3							
13	13.1	Presentations						
	13.2							
	13.3							
14	14.1							
	14.2							
	14.3							



22 Evaluation Methods:

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

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

23 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

24 Course Policies:

A- Attendance policies: Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time: If you're absent from one or more of your examinations for medical or other mitigating reasons, you must fill in an Extenuating Evidence form. You can get it from your Faculty Office. Complete it and hand it in to your Faculty Office – with supporting evidence for the end-of-year examinations. If you can't hand in a piece of homework by its deadline, you can't submit it after that.

C- Health and safety procedures: No smoking in the department. Fire alarm call points are red 'Break Glass' boxes and are located on exit routes from the department and elsewhere. Keep all fire doors and fire exit routes clear at all times

D- Honesty policy regarding cheating, plagiarism, misbehavior: Following the university law and regulations

E- Grading policy: Following the university law and regulations

F- Available university services that support achievement in the course: Computer lab with the needed



Software.

25 References:

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

Fundamentals of selling, 10th edition by Futrell

B- Recommended books, materials, and media:

26 Additional information:

Name of Course Coordinator: ----Farah Shishan-----Signature: -----Farah----- Date: -----26/2/2022---

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

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

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

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