



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT

Vision

Our vision is to be a leading regional public business college in Arkansas, with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

**The University of Central Arkansas
College of Business
Spring Semester 2012**

Course Information

Course Number:	3360
Course Name:	Fundamentals Strategic Selling
CRN:	21076
Semester:	Spring 2012
Location:	College of Business Building 315
Class Hours:	Wed – 12:00 pm – 3:00 pm

Instructor Information

Name:	Milan "Phil" Bartos
Office Location:	College of Business Building 312Q
Work Email:	philb@uca.edu
Phone:	(501) 450-5828 or (501) 868-8969
Office Hours:	T&Th 7 – 7:45am/10:45am – noon Wed 7 – 11:45am

Prerequisites: Consent of instructor

Textbook and Instructional Materials Required:

The New Strategic Selling , Stephen E. Heiman, Diane Sanchez
The New Conceptual Selling, Sephen E. Heiman, Diane Sanchez

Course Description:

This course is programmed to examine strategic selling concepts and practices in a conceptual selling environment. It will provide the student with an understanding of strategic selling and sales management with a marketing orientation. The course will explore important concepts and fundamental practices; terminology; associated technologies including information technology; practical applications; and how sales and marketing relates to other business functions and activities.

Course Objectives:

(Note: Specific course related objectives)

**Learning Goals:
& Learning Objectives:**

Student's Objectives:

- Attend all class sessions . . . be on time!
- Focus on understanding the application of the course material.
- Demonstrate an understanding of the course material.
- Complete assignments on time . . . keep-up.
- Act as a professional.
- Make positive contributions to class discussions through participation.
- Be creative, energetic and responsible.

Teacher's objectives:

- Prepare and provide a workable and dynamic syllabus and schedule
- Be creative, energetic and reasonable.
- Focus on preparing understandable class experiences based on practical applications.
- Encourage students' participation.
- Challenge students' intellects.
- Be accessible.
- Provide an environment for professional/individual growth.
- Learn from the student encounter experience and improve the teaching process.

The shared objective must be individual growth through learning. Both teacher and students have a responsibility to make the program a success . . . and have some FUN.

Course Delivery Method:

Lecture, and active student participation

Description of Major Deliverables/Course Requirements:

& Grading: (Including: Assignment Submission, Makeup Exams, Classroom Policies)

Grading:

Grades will be used to measure the student's success in achieving the course objectives. The individual student's final grade will be based on the following components:

- **Three semester exams (50%)** Note: Make-up tests may be given at the discretion of the teacher. If a student misses a test for which a make-up is not given, a zero grade will be given.
- **Attendance (30%)**
- **Participation in class discussion (20%)**

The standards of measurement expressed as percentages and letter grade are:

- A 90% and above
- B 80 to 89.99%
- C 70 to 79.99%
- D 60 to 69.99%
- F less than 60%

Policies and Procedures:

Attendance and Drop policies:

Attendance: Be on time! Participation in class is required. The attendance and participation grade can make a full letter grade difference in the student's final grade for the course. *A student may be dropped from the course with a failing grade if they have three consecutive or a total of five explained or unexplained absences. An attendance sheet is circulated during each class period. It is the responsibility of each student to register his or her attendance.*

Successful completion of the course depends on combining information from:

lectures

text

articles

class discussion and full participation . . . **This is a KEY element!**

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Other Required Materials/Competencies/Resources:

Not applicable

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

- There is no formal assessment activity scheduled in this class.
- There is formal assessment activity scheduled in this class.

Fundamentals of Strategic Selling (MKTG 3360)**Spring Semester - 2012****Wednesday: 12:00 – 3:00 PM****Schedule**

Note: This schedule is subject to change. In the unlikely event that a class is canceled, students should prepare both for the canceled and next class.

Class	Date	Activity
1	1-18	Part 1: Strategic Selling: Defined and discussed. Chapters 1 – 4
2	1-25	Part 2: Building on Bedrock: Laying the Foundation of Strategic Analysis Chapters 5 – 10
3	2-1	Part 3: Common Problems, Uncommon Solutions: A look at buying influences, information and competition Chapters 11 - 13
4	2-8	Test 1 Part 4: Strategy and Territory: Focusing on Your Win-Win Customers: Understanding customer value and tough decisions. Chapters 14 - 15
5	2-15	Part 5: Strategy and Territory: Managing Your Selling Time: Exploring the strategic selling process. Chapter 16 - 17
6	2-22	Chapter 18 Part 6: From Analysis to Action: Developing an understanding of tactics. Chapter 19 - 21
7	2-29	Test 2
8	3-7	Part I: “No Sell” Selling: The importance of “conversation” in the persuasion process.
9	3-14	Part II: Getting Started: Four Questions to Ask Yourself Before You Make the Call
10	3-28	Part III: The Sales Call: Getting Information
11	4-4	Part IV: The Sales Call: Giving Information
12	4-11	Part V: The Sales Call: Getting Commitment
13	4-18	Part VI: Assessment: Zero Hour-and Beyond
14	4-25	Test 3
15	5-2	