# MKTG 3740 - Professional Selling

## Fall 2026 Syllabus, Section 01, CRN 40068,

Credit hours: 3

## Instructor

**John Rossi**

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## Public Instructor Information

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BSBA, The Ohio State University
MBA, Youngstown State University
EDD Graduate Courses, Youngstown State University
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## Course Description

3740. Professional Selling. Personal selling and sales management examined within the marketing environment. Emphasis on marketing relationships, buyer motivation and behavior, selling strategy and sales management techniques. Prereq.: sophomore standing, 2.5 GPA. 3 s.h.

## Course Readings

| Group | Title | Author | ISBN |
|---|---|---|---|
| Required | ABC's of Relationship Selling through Service | Raj Agnihotri, Mike Krush, PhD and Charles M. Futrell | 1260912221 |

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*The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.*

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# Schedule of Topics and Assignments

| Week of | Reading(s) | Proposed Topic | Due/To Prepare for Class |
|---|---|---|---|
| 8/24 | Syllabus & Course Introductions Chapter 01 - The Life, Times, & Career - Professional Salesperson (Text p. 2, eBook p. 13) Appendix B - Core Principles. (Text p. 33, eBook p. 43) Chapter 02 - Ethics First … Then Customer Relationships (Text p. 38, eBook p. 53) | Syllabus & Course Introductions Chapter 01 - The Life, Times, & Career - Professional Salesperson (Text p. 2, eBook p. 13) Appendix B - Core Principles. (Text p. 33, eBook p. 43) Chapter 02 - Ethics First … Then Customer Relationships (Text p. 38, eBook p. 53) | |
| 8/31 | Video Case 2.1 (Text p. 64, eBook p. 70) Q 1-5 Scott Patterson (5:00) Video Case 2.2 (Text p. 66, eBook p. 71) Q 1-4 Sales Hype (3:50) Case 2.3 (Text p. 67, eBook p. 72) Q 1-4 Do Ethical Considerations Matter? Chapter 03 - The Psychology of Selling: Why People Buy (Text p. 70, eBook p. 75) Appendix 1 - Building Business Relationships (Text p. 445, eBook p. 328) | Video Case 2.1 (Text p. 64, eBook p. 70) Q 1-5 Scott Patterson (5:00) Video Case 2.2 (Text p. 66, eBook p. 71) Q 1-4 Sales Hype (3:50) Case 2.3 (Text p. 67, eBook p. 72) Q 1-4 Do Ethical Considerations Matter? Chapter 03 - The Psychology of Selling: Why People Buy (Text p. 70, eBook p. 75) Appendix 1 - Building Business Relationships (Text p. 445, eBook p. 328) | |
| 9/7 | Case 3.1 (Text p. 99, eBook p. 95) Q 1-2 Economy Ceiling Fan Market Case 3.2 (Text p. 100, eBook p. 96) Q 1-4 Jackson Ceiling Fans Case 3.3 (Text p. 102, eBook p. 97) Q 1-3 Tech Corporation | Case 3.1 (Text p. 99, eBook p. 95) Q 1-2 Economy Ceiling Fan Market Case 3.2 (Text p. 100, eBook p. 96) Q 1-4 Jackson Ceiling Fans Case 3.3 (Text p. 102, eBook p. 97) Q 1-3 Tech Corporation | S.A.L.E.S 1 of 7 - PRODUCT (Text p. 98, eBook p. 93) |
| 9/14 | Chapter 04 - Communication Relationship Building: It's Not All Talk (Text p. 107, eBook p. 100) Case 4.1 (Text p. 138, eBook p. 116) Q 1-2 Skaggs Mfg. Martha's Attention Case 4.2 (Text p. 140, eBook p. 117) Q 1 Alabama Office Supply Cell Phones Appendix-Dress4Success. Review (Text p. 141, eBook p. 119) (Watch For WCBA Career Center - "Suit-Up") | Chapter 04 - Communication Relationship Building: It's Not All Talk (Text p. 107, eBook p. 100) Case 4.1 (Text p. 138, eBook p. 116) Q 1-2 Skaggs Mfg. Martha's Attention Case 4.2 (Text p. 140, eBook p. 117) Q 1 Alabama Office Supply Cell Phones Appendix-Dress4Success. Review (Text p. 141, eBook p. 119) (Watch For WCBA Career Center - "Suit-Up") | |
| 9/21 | PROJECT NO. 1 - SELL YOURSELF IN CLASS "MOCK INTERVIEW" & REMOTE "INTERVIEW" Appendix - Sell Yourself Project on a Job (Interview Role-Play) (Resource Text p. 534, eBook p. 378) Role-Play as Interviewee/Candidate and Interviewer/Recruiter (Recordings both on Tuesday and Thursday) | PROJECT NO. 1 - SELL YOURSELF IN CLASS "MOCK INTERVIEW" & REMOTE "INTERVIEW" Appendix - Sell Yourself Project on a Job (Interview Role-Play) (Resource Text p. 534, eBook p. 378) Role-Play as Interviewee/Candidate and Interviewer/Recruiter (Recordings both on Tuesday and Thursday) | PROJECT NO. 1 - SELL YOURSELF UPLOAD/ TURN-IN DELIVERABLES ON BLACKBOARD BY: Sunday, October 4, 2026 Part A - Personal "Brand" Package - 1X Resume, Cover Letter, Thank You Note Script, and Business Card Design - Front & Back Part B - Remote Video Captured Interview Role-Play (For Instructor Evaluation) |
| 9/28 | Chapter 05 - Sales Knowledge: Customers, Products, Technologies (Text p. 145, eBook p. 123) Appendix - Sales Arithmetic & Pricing. Review (Text p. 174, eBook p. 149) Case 5.1 (Text p. 169, eBook p. 144) Claire Cosmetics Questions 1-2 Case 5.2 (Text p. 170, eBook p. 145) McBath Women's Apparel Qs 1-3 Case 5.3 (Text p. 171, eBook p. 146) Electric Generator Questions 1-2 Case 5.4 (Text p. 172, eBook p. 147) Franks Drilling Questions 1-2 | Chapter 05 - Sales Knowledge: Customers, Products, Technologies (Text p. 145, eBook p. 123) Appendix - Sales Arithmetic & Pricing. Review (Text p. 174, eBook p. 149) Case 5.1 (Text p. 169, eBook p. 144) Claire Cosmetics Questions 1-2 Case 5.2 (Text p. 170, eBook p. 145) McBath Women's Apparel Qs 1-3 Case 5.3 (Text p. 171, eBook p. 146) Electric Generator Questions 1-2 Case 5.4 (Text p. 172, eBook p. 147) Franks Drilling Questions 1-2 | S.A.L.E.S 2 of 7 - PRICE (Text p. 188, eBook p. 156) |

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| 10/5 | Chapter 06 - Prospecting: The Lifeblood of Selling (Text p. 190, eBook p. 159 ) Case 6.1 (Text p. 223, eBook p.180) Q 1 Canadian Equipment Receptionist Case 6.2 (Text p. 223, eBook p.181) Q 1-4 Montreal Satellites Case 6.3 (Text p. 224, eBook p.182) Q 1-2 PizzaMunch Social Listening Case 6.4 (Text p. 226, eBook p.183) Q 1-6 Conducting Research (Leads) | Chapter 06 - Prospecting: The Lifeblood of Selling (Text p. 190, eBook p. 159 ) Case 6.1 (Text p. 223, eBook p.180) Q 1 Canadian Equipment Receptionist Case 6.2 (Text p. 223, eBook p.181) Q 1-4 Montreal Satellites Case 6.3 (Text p. 224, eBook p.182) Q 1-2 PizzaMunch Social Listening Case 6.4 (Text p. 226, eBook p.183) Q 1-6 Conducting Research (Leads) | CHAPTERS 1 THRU 5 TO BE COMPLETED BY: Sunday, October 11, 2026 |
| 10/12 | Chapter 07 - Planning the Sales Call is a Must (Text p. 228, eBook p. 185) ++ Chapter 08 - Select Presentation Method to Use (Text p. 255, eBook p. 201) Appendix 2 - Key Elements of the Sales Process (Text p. 459, eBook p. 333) Case 7.1 (Text p. 251, eBook p. 197) Q 1-4 Ms. Hansen P&G Sales Call Case 7.2 (Text p. 253, eBook p. 198) Q 1 Machinery Lubricants (Drums) ++ Case 8.1 (Text p. 278, eBook p. 217) Q 1-2 Cascade Soap Case 8.2 (Text p. 279, eBook p. 218) Q 1-6 Presenting to an Organizational Buyer (Sales Call) | Chapter 07 - Planning the Sales Call is a Must (Text p. 228, eBook p. 185) ++ Chapter 08 - Select Presentation Method to Use (Text p. 255, eBook p. 201) Appendix 2 - Key Elements of the Sales Process (Text p. 459, eBook p. 333) Case 7.1 (Text p. 251, eBook p. 197) Q 1-4 Ms. Hansen P&G Sales Call Case 7.2 (Text p. 253, eBook p. 198) Q 1 Machinery Lubricants (Drums) ++ Case 8.1 (Text p. 278, eBook p. 217) Q 1-2 Cascade Soap Case 8.2 (Text p. 279, eBook p. 218) Q 1-6 Presenting to an Organizational Buyer (Sales Call) | S.A.L.E.S 3 of 7 - PROMOTION (Text p. 251, eBook p. 196) |
| 10/19 | Chapter 09 - Begin Your Presentation Strategically (Text p. 281, eBook p. 220) ++ Chapter 10 - Elements of a Great Presentation (Text p. 320, eBook p. 240) Appendix 2 - Relationship Selling Framework (Text p. 451, eBook p. 330) Case 9.1 (Text p. 313, eBook p. 235) Q 1-3 Thompson Company Shelving Case 9.2 (Text p. 314, eBook p. 236) Q 1-2 Copy Corp. Broken Machine Case 9.4 (Text p. 318, eBook p. 238) Q 1-3 Needs Discovery ++ Case 10.1 (Text p. 350, eBook p. 258) Q 1-2 Dyno Electro Cart Video Case 10.2 (Text p. 352, eBook p. 259) Q 1-4 Dumping Inventory (3:45) | Chapter 09 - Begin Your Presentation Strategically (Text p. 281, eBook p. 220) ++ Chapter 10 - Elements of a Great Presentation (Text p. 320, eBook p. 240) Appendix 2 - Relationship Selling Framework (Text p. 451, eBook p. 330) Case 9.1 (Text p. 313, eBook p. 235) Q 1-3 Thompson Company Shelving Case 9.2 (Text p. 314, eBook p. 236) Q 1-2 Copy Corp. Broken Machine Case 9.4 (Text p. 318, eBook p. 238) Q 1-3 Needs Discovery ++ Case 10.1 (Text p. 350, eBook p. 258) Q 1-2 Dyno Electro Cart Video Case 10.2 (Text p. 352, eBook p. 259) Q 1-4 Dumping Inventory (3:45) | S.A.L.E.S 4 of 7 - METHOD (Text p. 312, eBook p. 234) S.A.L.E.S 5 of 7- PRESENTATION (Text p. 349, eBook p. 257) |
| 10/26 | Chapter 11 - Welcome Your Prospect's Objections (Text p. 353, eBook p. 261) ++ Chapter 12 - Closing Begins the Relationship (Text p. 386, eBook p. 282) Case 11.1 (Text p. 384, eBook p. 279) Q 1-2 Ace Building Supplies Case 11.2 (Text p. 384, eBook p. 280) Q 1-3 Electric Generator B Long Term ++ Case 12.1 (Text p. 413, eBook p. 303) Q 1-2 Skaggs Supermarket Hardware Case 12.2 (Text p. 414, eBook p. 304) Q 1-2 Central Hardware Supply Case 12.3 (Text p. 415, eBook p. 305) Q 1-4 Furmanite Closing Techniques Video Case 12.4 (Text p. 416, eBook p. 306) Q 1-4 Pressure to Close a Big Deal - Steve Santana (5:03) | Chapter 11 - Welcome Your Prospect's Objections (Text p. 353, eBook p. 261) ++ Chapter 12 - Closing Begins the Relationship (Text p. 386, eBook p. 282) Case 11.1 (Text p. 384, eBook p. 279) Q 1-2 Ace Building Supplies Case 11.2 (Text p. 384, eBook p. 280) Q 1-3 Electric Generator B Long Term ++ Case 12.1 (Text p. 413, eBook p. 303) Q 1-2 Skaggs Supermarket Hardware Case 12.2 (Text p. 414, eBook p. 304) Q 1-2 Central Hardware Supply Case 12.3 (Text p. 415, eBook p. 305) Q 1-4 Furmanite Closing Techniques Video Case 12.4 (Text p. 416, eBook p. 306) Q 1-4 Pressure to Close a Big Deal - Steve Santana (5:03) | S.A.L.E.S. 6 of 7 - OBJECTIONS (Text p. 383, eBook p. 278) S.A.L.E.S 7 of 7 - CLOSING (Text p. 412, eBook p. 302) Appendix 4 - Apply Your Skills. Review (Text p. 475, eBook p. 345) |

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| 11/2 | Chapter 13 - Service and Follow-up for Customer Retention (Text p. 424, eBook p. 309)<br>Case 13.1 (Text p. 442, eBook p. 325) Q 1-2 California Adhesives Territory Case 13.2 (Text p. 443, eBook p. 326) Q-1 Sport Shoe Rectify Poor Product | Chapter 13 - Service and Follow-up for Customer Retention (Text p. 424, eBook p. 309)<br>Case 13.1 (Text p. 442, eBook p. 325) Q 1-2 California Adhesives Territory Case 13.2 (Text p. 443, eBook p. 326) Q-1 Sport Shoe Rectify Poor Product | |
| 11/9 | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" FIRST WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" FIRST WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | CHAPTERS 6 THRU 10 TO BE COMPLETED BY: Sunday, November 15, 2026 |
| 11/16 | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" SECOND WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" SECOND WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | |
| 11/23 | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" THIRD WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" THIRD WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | |
| 11/30 | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" FOURTH WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | PROJECT NO. 2 - SALES CALL PRESENTATION IN CLASS SALES CALL & SALES PRESENTATION DECK" FOURTH WEEK OF SALES CALLS PRESENTATIONS (18 PITCHES) NINE (9) ON BOTH TUES-THUR. (MAX. 7-MINUTE EACH PRESENTATION) 126-minutes/18-presentations = 7 minutes allowance | CHAPTERS 11 THRU 13 TO BE COMPLETED BY: Sunday, December 6, 2026 |
| 12/7 | UPLOAD PROJECT NO. 2 PROJECT COMPONENTS | UPLOAD PROJECT NO. 2 PROJECT COMPONENTS | |

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.