

MKTG 3740 - Professional Selling

Summer 2026 Syllabus, Section A01, CRN 30920,

Credit hours: 3

Instructor

Mr. John Rossi, Sr. Lecturer

Professional Qualifications:

BSBA, The Ohio State University

MBA, Youngstown State University

EDD Graduate Courses, Youngstown State University

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For Summer 2026 Email directly (first preferred). Also, alternatively Blackboard course messaging feature (secondary alternative).

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Communication Expectations:

Typically, same day, but generally no later than within twenty-four hours of inquiry. For Summer 2026 Email directly (first preferred). Also, alternatively Blackboard course messaging feature (secondary alternative).

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

McGraw-HillConformance

The publication contains a conformance statement that it meets the EPUB Accessibility and WCAG 2 Level AA standard.

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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.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
6/29	Chapter 01 - The Life, Times, and Career of the Professional Salesperson (PART I) Appendix A & B - A Firm & Core Principles. Chapter 02 - Ethics First ... Then Customer Relationships Chapter 03 - The Psychology of Selling: Why People Buy (PART II) Chapter 04 - Communication for Relationship Building: It's	Career of the Professional Salesperson Customer Relationships Buying and Selling: Consumers versus Organizational Buyers Professional Selling Communications: SELL Sequence applying Feature, Advantage, Benefit and Trial Close	Sales Experience Journal No. 1 Video Case 2.1 Q 1-5 Scott Patterson (5:00) Case 3.1 - Economy Ceiling Fan Market Q 1-2 Case 3.2 - Jackson Ceiling Fans Q 1-4 S.A.L.E.S 1 of 7 - Student Application Learning Exercise (PRODUCT) Case 4.1 - Skaggs Mfg. Martha's Attention Q 1-4
7/6	Chapter 05 - Sales Knowledge: Customers, Products, Technologies Chapter 06 - Prospecting: The Lifeblood of Selling (PART III)	REVIEW APPENDIX - Sales Arithmetic & Pricing, COGS and Profitability including ROI Traditional and Digital Promotion, Awareness, and Conducting Research Leads,	Case 5.1 - Claire Cosmetics Q 1-2 Case 5.4 - Franks Drilling Q 1-2 Case 6.4 - Conducting Research Leads, Q 1-6 S.A.L.E.S 2 of 7 - Student Application Learning Exercise (PRICE)
7/13	Chapter 07 - Planning the Sales Call is a Must Chapter 08 - Carefully Select Sales Presentation Method to Use	Review sections of "Customer Benefit Plan." Your Marketing Plan should be about "Advertising & Promotion" Presentation Methods: Need Satisfaction & Problem Solution	Case 7.1 - Ms. Hansen P&G Sales Call Q 1-4 Case 7.2 - Machinery Lubricants Drums Q 1-4 S.A.L.E.S 3 of 7 Student Application Learning Exercise (PROMOTION) Case 8.2 - Organizational Buyer Sales Call Q 1-6 S.A.L.E.S 4 of 7. Student Application Learning Exercise (METHOD)
7/20	Chapter 09 - Begin Your Presentation Strategically Chapter 10 - Elements of a Great Presentation & Discussion	Sales Call Planning The Sales Call Presentation mix ingredients and elements of engagement.	Case 9.1 - Thompson Company Shelving Q 1-3 Case 9.4 - Needs Discovery Q 1-3 S.A.L.E.S 5 of 7. Student Application Learning Exercise (PRESENTATION) Sales Experience Journal No. 2
7/27	Chapter 11 - Welcome Your Prospect's Objections Chapter 12 - Closing Begins the Relationship	Buyer Objections and Selling Responses Closing techniques and Summary of Benefits	Case 11.2 - Electric Generator (B) Q 1-3 S.A.L.E.S 6 of 7. Student Application Learning Exercise (OBJECTIONS) Case 12.1 - Skaggs Supermarket Hardware Q 1-2 S.A.L.E.S 7 of 7 Student Application Learning Exercise (CLOSING)
8/3	Chapter 13 - Service and Follow-up for Customer Retention	Customer Relationships: Acquisition, Retention and Profitability	Case 13.2 - Sport Shoe Rectify Poor Product Q 1 (Extra Credit)
8/10	FINAL PROJECT - SALES CALLS PLAN, "PITCH DECK" & REMOTE VIDEO CAPTURE PRESENTATION	(1) Sales Call Plan Document; (2) Powerpoint/Keynote Pitch/Slide Deck; (3) Remote Video Capture of Student's Role-Play as Sales Representative making the Sales Call Presentation (mp4) Video Remote Capture Sales Call: 5 ± Min to 7± Min. Sales Call Presentations will be Recorded by Student (Remote Video-Capture) and uploaded to Blackboard LMS	DELIVERABLES (3) TO UPLOAD: (1) Sales Call Plan Document (MS Word, Apple Pages, PDF); (2) Powerpoint/Keynote Pitch/Slide Deck (MS PPT, Keynote); (3) Remote Video Capture of Student's Role-Play as Sales Representative making the Sales Call Presentation (mp4)

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.