

## Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title: **AGEC 250 Agricultural Sales**

Number of credits: 3

**Course Description:** The principles of salesmanship applied to the agricultural business. Topics include attitudes and value systems, basic consumer behavior, relationship of sales to marketing, selling strategies, preparing for sales calls, making sales presentations, and closing sales.

Pre-/Co-requisites: None

Course Objectives:

- Understand sales and its relationship to marketing.
- Identify the skills required for careers in sales and sales management.
- Sales strategy and prospecting.
- Develop an understanding of customers behavior and needs.
- Strengthen skills to build rapport, develop strong personal relationships, and form trust with people.
- Recognize the role of ethics in sales.
- Foster public speaking proficiency, specifically in a small group setting and giving impromptu speeches.

Instructor: Linda Burbidge, PhD

Office: Molberg 20

Office Hours: MW 1:00pm -3:30pm, TH 10:00am – 12:00pm, Or by appointment

Phone:228-5442

Email: [Linda.Burbidge@dakotacollege.edu](mailto:Linda.Burbidge@dakotacollege.edu)

Lecture/Lab Schedule: MWF 8:00am-8:50am in Molberg 28

Textbook(s): Downey, W. S., Downey, W. D., Jackson, M. A., and Downey, L. A. 2011. *ProSelling*. Henderson Communications, LLC. Adel, IA.

**Course Requirements:** This is a 200-level course. Students are expected to read the text and come to class prepared to listen and discuss during the lectures. Points will come from homework, a midterm exam, a final exam and a course project. The breakdown will be as follows:

Homework = 20%  
Course Project = 30%  
Midterm = 25%  
Final Exam = 25%

Homework: There will be a combination of assigned readings, discussions, papers and traditional assignments. Homework must be submitted on time to receive full credit. Late homework will be accepted with a deduction of 20% per day late.

Project: The course project serves as an opportunity to put the skills students have learned into practice. Students will pick a product or service and give a sales pitch to the class. The students will also turn in, with their presentation, a flyer or handout outlining their product. More details will be provided mid semester.

Midterm Exam: There will be one midterm exam over the material covered in the first half of the semester.

Final Exam: The final exam will cover material from the second half of the semester.

\*Make up exams are offered only under extenuating circumstances. All make up exams should be taken within a week of the missed exam.

Attendance: All students are expected to attend class. I miss you when you are not here. We will do a lot of discussion and break-out sessions in class, you will miss valuable class time if you are not here.

Grading and Evaluation:

Total Point Percentage	Letter Grade
90% and ↑	A
80% - 89.99%	B
70% - 79.99%	C
60% - 69.99%	D
59.99% and ↓	F

### Tentative Course Outline:

Week of:	Chapter		Topics
Aug 26 - 30	1		What is professional selling?
Sept 2 - 6	2	Holiday/ Labor Day	The role of marketing
Sept 9 - 13	2,3		Marketing/Strategy
Sept 16 - 20	3, 4		Strategy/ Prospecting
Sept 23 - 27	4, 5		Consumer Behavior
Sept 30 - Oct 4	5, Review	<b>Tentative Exam #1</b>	Review/Exam
Oct 7 - 11	6		Making a good first impression
Oct 14 - 18	7, 8		Relationship develop. and mgmt.
Oct 21 - 25	8, 9		Communication
Oct 28 - Nov 1	9, 10		Communication/Closing
Nov 4 - 8	10, 11		Closing
Nov 11 - 16	11, 12	Holiday/Veteran's Day	Customer Satisfaction/Follow up
Nov 18 - 22	12		Tools and Tips/ Practice
Nov 25 - 29	Project		Work on Projects
Dec 2 - 6	Project		Work on Projects
Dec 9 - 13	Presentations		Present Projects
Dec 16 - 20	Review	<b>Exam #2</b>	<b>FINALS</b>

General Education Goals/Objectives: None

**Relationship to Campus Theme:** This course supports the campus theme of “Nature, Technology and Beyond” by fostering the skills and knowledge necessary to utilize natural, human and technological resources successfully and confidently.

**Classroom Policies:** Be respectful of other students, instructors, and guests. Use of *cell phones* and other *electronic devices* is prohibited during exams AND lectures.

**Student Email Policy:** Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

**Academic Integrity:** All students are expected to adhere to the highest level of academic integrity. Dishonesty and plagiarism with assignments, projects, or exams is a serious offense and is subject to disciplinary action by the instructor and college administration. For more information refer to the student handbook.

**Disabilities and Special Needs:** Any students with disabilities or other special needs, who need special accommodations in this course are invited to share these concerns or requests with the instructor and the Learning Center (701-228-5479) as soon as possible.

**Title IX:** Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the college as a whole. If you have experienced any form of gender or sex-based discrimination or harassment, including non-consensual sexual intercourse, sexual harassment, relationship violence, or stalking, know that help and support are available.

DCB has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The College strongly encourages all students to report any such incidents to the College Title IX Coordinator.

Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if you tell a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member **must** share that information with the College's Title IX Coordinator. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can find a list of resources on the Title IX website.

[www.dakotacollege.edu/student-life/safety/title-ix](http://www.dakotacollege.edu/student-life/safety/title-ix)