

CvSU Vision

The premier university in historic Cavite recognized for excellence in the development of globally competitive and morally upright individuals.



Republic of the Philippines
CAVITE STATE UNIVERSITY

Tanza Campus
Bagtas, Tanza, Cavite

(046) 414-3979

www.cvsu.edu.ph

CvSU Mission

Cavite State University shall provide excellent, equitable and relevant educational opportunities in the arts, science and technology through quality instruction and relevant research and development activities.

It shall produce professional, skilled and morally upright individuals for global competitiveness.

DEPARTMENT OF MANAGEMENT

COURSE SYLLABUS
First Semester, AY 2022-2023

Course Code	MKTG 75	Course Title	Professional Salesmanship	Type	Lecture	Credit Units	3
Course Description	The course will put selling on a professional basis-that takes into account the demands of changing times, advanced technologies, new products, and sophisticated buyers.						
Pre-requisites	MKTG 50 and MKTG 55		Course Schedule		Lecture: Tuesday – BSBM 3 – 2 (10:30 AM – 12:00 PM) Tuesday – BSBM 3 – 1 (4:30 PM – 6:00 PM) Wednesday – BSBM 3 – 1 (8:00 AM – 9:30 AM) Wednesday – BSBM 3 – 3 (9:30 AM – 11:00 AM) Wednesday – BSBM 3 – 2 (5:30 PM – 7:00 PM) Thursday – BSBM 3 – 3 (3:30 PM – 5:00 PM)		
Core Values	Students are expected to live by and stand for the following University tenets: TRUTH is demonstrated by the student's objectivity and honesty during examinations, class activities and in the development of projects. EXCELLENCE is exhibited by the students' self-confidence, punctuality, diligence and commitment in the assigned tasks, class performance and other course requirements. SERVICE is manifested by the students' respect, rapport, fairness and cooperation in dealing with their peers and members of the community. In addition, they should exhibit love and respect for nature and support for the cause of humanity.						

Goals of Tanza Campus	The CvSU – Tanza Campus shall endeavor to: 1. Provide high quality instruction in order to produce skilled, morally upright and globally competitive graduates; 2. Develop and pursue advance research activities through arts, sciences and technology to support instruction; and 3. Develop and conduct extension activities that will empower people and communities.							
Objectives of the Department	1 The department shall endeavor to: 1. provide high quality instruction and professional expertise to students, to prepare them in the different organizational settings as upright and competitive individuals; 2. equip students with the knowledge and principles of marketing management, tourism and hospitality management and its application in their future career; 3. develop global awareness among students to meet the dynamic requirements of marketing management, tourism and hospitality industry thru research works, and community development programs by creating strong linkages with related organizations; and 4. deliver a gender-fair and gender sensitive instructions to students aligned with the university goals and objectives.							
Program Educational Objectives (based on the program CMO)								
The Bachelor of Science in Business Management graduates should be able to: 1. Apply theories and principles of business management. 2. Develop comprehensive business plans. 3. Conduct an in-depth analysis and provide creative solutions on various business situations both in the local and international setting. 4. Exemplify ethically responsible and gender sensitive behavior in all business undertakings. 5. Design knowledge-sharing arrangements /linkages and effectively deliver desired value contributions to the various sectors of the society. 6. Conduct relevant trainings and developmental extension activities among various stakeholders.								
Student Outcomes and Relationship to Program Educational Objectives								
Program/Student Outcomes (based on the program CMO)			Program Educational Objectives Code (based on the program CMO)					
			1	2	3	4	5	6
The students should:								
a.	Analyze the business environment for strategic decision.		✓	✓	✓	✓	✓	✓
b.	Prepare operational plans.		✓	✓	✓	✓	✓	✓
c.	Innovate business ideas based on emerging industry.		✓	✓	✓	✓	✓	✓
d.	Manage a strategic business unit for economic sustainability.		✓	✓	✓	✓	✓	✓
e.	Conduct business research.		✓	✓	✓	✓	✓	✓
Course Outcomes and Relationship to Student Outcomes								
Program Outcomes Addressed by the Course After completing this course, the students must be able to:			Program/Student Outcomes Code					
			a	B	c	d	e	
1. Discuss sales, salesmanship and selling as a profession			E	E	E	E	E	
2. Identify the knowledge and skills requirement in salesmanship			E	E	E	E	E	
3. Demonstrate how to prospect, plan and make sales			D	D	D	D	D	

4.	Demonstrate how to strengthen the presentation, responding to objections and obtaining commitments	D	D	D	D	D	
5.	Discuss to build long term partnerships	D	D	D	D	D	
*Level : I-Introductory E- Enabling D-Demonstrative							
COURSE COVERAGE							
Week No.	Intended Learning Outcomes (ILO)	Topic	Teaching and Learning Activities (TLA)	Mode of Delivery	Resources Needed	Outcomes-based Assessment (OBA)	Due Date of Submission of Output
1	After the orientation, the students will be able to: 1. familiarize the VMGO and GAD policies of the university as well as the campus goals and objectives; 2. recite the program educational objectives and outcomes of BSBM program; 3. Remember course requirements and regulations in the new normal of module-based learning.	I. ORIENTATION A. Vision, Mission, Goals and Objectives of the University B. GAD C. Campus Goals and Objectives D. BSBM Program Educational Objectives and Outcomes E. Course Overview and Requirements	Orientation Class Expectations Supplementary video: https://tinyurl.com/y3pu9akf (Cavite State University Official Audio Visual Presentation)	Self-paced Study from Home through the use of Learning Management System	Course Syllabus Curriculum of BSBM Student Handbook Learning Module Computer System with Internet Connection	Reaction Paper Individual Activity Activity No. 1 1. Reflect on the relevance of Professional Salesmanship in your goal as a Business Management Student? 2. Relate the vision and mission of CvSU to your goal as a student? Individual Activity Activity No. 2 3.) What ONE WORD comes first to your mind when you hear to word	1 st week

						PROFESIONAL SALESMANSHIP ?	
2	<p>After the completion of the chapter, students would be able to:</p> <ol style="list-style-type: none"> 1. define what is selling. 2. discuss the personal selling today. 3. discuss the golden rule of personal selling. 4. determine why choose a sales career. 5. discuss the future of salespeople. 	<p>I. The Life, Times, and Career of the Professional Salesperson</p> <ol style="list-style-type: none"> A. What is Selling? B. Personal Selling Today C. The Golden Rule of Personal Selling D. Why Choose a Sales Career? E. Is a Sales Career Right for You? F. The Future for Salespeople 	<p>Step-by-step guide video tutorial</p> <p>Distance virtual learning</p> <p>PowerPoint Presentation</p> <p>Consultation via call, text message, instant messaging, group chats, e-mail, etc.</p>	<p>Self-paced Study from Home through the use of Learning Management System</p>	<p>Reference Book</p> <p>Learning Guide</p> <p>Module</p> <p>PowerPoint Presentation "Selling and Salespeople"</p> <p>(Lecture / Handouts)</p> <p>Guide Questions</p> <p>Computer / Laptop / Mobile Phone</p>	<p>Online Quiz # 1</p> <p>Printed Quiz</p> <p>Individual Activity</p> <p>Activity No. 3</p> <p>1. Conduct an online interview of a person that is related their work in the nature of SALES/ SALESMANSHIP and ask the following:</p> <p>A. Demographic profile of the participant.</p> <p>B. SWOT in the field of SALES.</p> <p>C. Give at least three (3) important attitudes if your work is inline in the field of Salesmanship. (100 pts)</p> <p>*Reflection / Insights after interview.</p> <p>-Being a BSBM student, what is</p>	Week 3

						your future as a salesperson?	
3	After the completion of the chapter, students would be able to: 1. discuss customer orientation's behavior. 2. specify marketing importance in the firm. 3. determine the essentials of a firm's marketing effort. 4. Discuss relationship marketing and the sales force.	II. Relationship Marketing: Where Personal Selling Fits A. Customer Orientation's Evolution B. Marketing's Importance in the Firm C. Essentials of a Firm's Marketing Effort D. Relationship Marketing and the Sales Force	Video Presentation Consultation via call, text message, instant messaging, group chats, e-mail, etc.	Self-paced Study from Home through the use of Learning Management System	Reference Book Learning Guide Module Video Presentation "What great salespeople do differently – Cian Mc Loughlin" (Lecture / Handouts) Guide Questions Computer / Laptop / Mobile Phone	Online Quiz # 2 Printed Quiz Individual Activity Activity No. 4 Submit a 1-page reaction paper on the video presentation (100 pts) Group Activity Activity No. 1 1. Cite a successful firm and give characteristics that led to its success (100 pts)	Week 4
4-5	After the completion of the chapter, students would be able to: 1. discuss the social, ethical, and legal influences 2. discuss the management's social responsibilities.	III. Ethics First Then Customer Relationships A. Social, Ethical, and Legal Influences B. Management's Social Responsibilities C. What Influences Ethical Behavior?	Consultation via call, text message, instant messaging, group chats, e-mail, etc. PowerPoint Presentation	Self-paced Study from Home through the use of Learning Management System	Reference Book Learning Guide Module PowerPoint Presentation 1. "Ethical Issues on Selling" 2. "Legal issues on Selling"	Online Quiz # 3 Printed Quiz Group Activity Activity No. 2 1. Students will be divided into, 3 members per group, the group will make a video	Week 5 Week 6

	3. determine what influences ethical behavior. 4. outline the management's ethical responsibilities. 5. discuss the ethics in dealing with salespeople and customers.	D. Management's Ethical Responsibilities E. Ethics in Dealing with Salespeople F. Ethics in Dealing with Customers			(Lecture / Handouts) Guide Questions Computer / Laptop / Mobile Phone	presentation about importance of SALESMANSHIP ? (100 pts)	
6	After the completion of the chapter, students would be able to: 1. determine psychological influences on buying. 2. discuss fabulous approach to buyer need satisfaction. 3. determine important buying needs. 4. explain the trial close. 5. discuss buyers' perceptions, attitudes, and beliefs.	IV. The, Psychology of Selling: Why People Buy A. Psychological Influences on Buying B. A Fabulous Approach to Buyer Need Satisfaction C. How to Determine Important Buying Needs D. The Trial Close—A Great Way to Uncover Needs and SELL E. Buyers' Perceptions, Attitudes, and Beliefs	Consultation via call, text message, instant messaging, group chats, e-mail, etc. PowerPoint Presentation	Self-paced Study from Home through the use of Learning Management System	Reference Book Learning Guide Module PowerPoint Presentation "Buying behavior and the Buying Process" (Lecture / Handouts) Guide Questions Computer / Laptop / Mobile Phone	Online Quiz # 4 Printed Quiz Individual Activity Activity No. 5 1. Choose: Create your own slogan, poster or essay about the importance of SALESMANSHIP. (100 pts). Online Graded Recitation (100 pts)	Week 7

7-8	<p>After the completion of the chapter, students would be able to:</p> <ol style="list-style-type: none"> 1. Discuss the importance of communication. 2. explain the barriers to communication 3. identify the master persuasive communication to maintain control. 	<p>V. Communication for Relationship Building: It's Not All Talk</p> <ol style="list-style-type: none"> A. The Tree of Business Life: Communication B. Barriers to Communication C. Master Persuasive Communication to Maintain Control 	<p>Consultation via call, text message, instant messaging, group chats, e-mail, etc.</p> <p>PowerPoint Presentation</p>	<p>Self-paced Study from Home through the use of Learning Management System</p>	<p>Reference Book</p> <p>Learning Guide</p> <p>Module</p> <p>PowerPoint Presentation</p> <ol style="list-style-type: none"> 1. "Using communication principles to build relationships" 2. "Reading nonverbal messages from customers" <p>(Lecture / Handouts)</p> <p>Guide Questions</p> <p>Computer / Laptop / Mobile Phone</p>	<p>Online Quiz # 5</p> <p>Printed Quiz</p> <p>Group Activity</p> <p>Activity No. 3</p> <ol style="list-style-type: none"> 1. Submit a promotional ads or presentation about the importance of Professional Salesmanship. (100 pts) 	Week 8
9	MIDTERM EXAMINATION						
10	<p>After the completion of the chapter, students would be able to:</p> <ol style="list-style-type: none"> 1. determine the sources of sales knowledge. 2. explain how knowledge builds relationships 3. discuss how advertising aids sales people 	<p>VI. Sales Knowledge: Customers, Products, Technologies</p> <ol style="list-style-type: none"> A. Sources of Sales Knowledge B. Knowledge Builds Relationships C. Advertising Aids Salespeople D. Sales Promotion Generates Sales E. Know Your Competition, Industry, and Economy 	<p>Consultation via call, text message, instant messaging, group chats, e-mail, etc.</p> <p>Video Presentation</p>	<p>Self-paced Study from Home through the use of Learning Management System</p>	<p>Reference Book</p> <p>Learning Guide</p> <p>Module</p> <p>Video Presentation</p> <p>"3 Qualities of Successful salespeople"</p> <p>(Lecture / Handouts)</p> <p>Guide Questions</p>	<p>Online Quiz # 6</p> <p>Printed Quiz</p> <p>Group Activity</p> <p>Activity No. 4</p> <ol style="list-style-type: none"> 1. Students will be divided into 2 members per group. Create your own Business Name related in Professional Salesmanship. 	Week 10

	4. explain how sales promotion generates sales 5. determine the importance of knowing your competition, industry, and economy				Computer / Laptop / Mobile Phone	Create your own Business Logo. Explain it functions and product or services your business offers. The group will explain it on the class that serves also as a Graded Recitation. (100 pts) Online Graded Recitation (100 pts)	
11	After the completion of the chapter, students would be able to: 1. discuss the steps before the sales presentation 2. explain the prospecting—the lifeblood of selling 3. identify the prospecting methods 4. explain the referral cycle	VII. Prospecting—The Lifeblood of Selling A. Steps before the Sales Presentation B. Prospecting—The Lifeblood of Selling C. Prospecting Methods D. The Referral Cycle	Consultation via call, text message, instant messaging, group chats, e-mail, etc. PowerPoint Presentation	Self-paced Study from Home through the use of Learning Management System	Reference Book Learning Guide Module PowerPoint Presentation “Prospecting” (Lecture / Handouts) Guide Questions Computer / Laptop / Mobile Phone	Online Quiz # 7 Printed Quiz Group Activity Activity No. 5 1. Choose one of the members of the group to post in their social media account about the Professional Salesmanship. (100 pts)	Week 11
12	After the completion of the chapter, students would	VIII. Planning the Sales Call Is a Must	Consultation via call, text message, instant messaging,	Self-paced Study from Home through	Reference Book Learning Guide	Online Quiz # 8 Printed Quiz	Week 12

	be able to: 1. discuss the strategic customer sales planning—the pre approach 2. explain the the prospect's mental steps	A. Strategic Customer Sales Planning—The Pre-approach B. The Prospect's Mental Steps	group chats, e-mail, etc. PowerPoint Presentation	the use of Learning Management System	Module PowerPoint Presentation 1. “Planning a Sales Call 2. Making a Sales Call” (Lecture / Handouts) Guide Questions Computer / Laptop / Mobile Phone	Group Activity Activity No. 6 1. Students will be divided into three (3) members per group, create an Essay questions on planning and making sales call). (100 pts)	
13-14	After the completion of the chapter, students would be able to: 1. discuss sales presentation methods 2. explain the group presentation 3. determine how to select the presentation method and then the approach.	IX. Carefully Select Which Sales Presentation Method to Use A. Sales Presentation Methods—Select One Carefully B. The Group Presentation C. Negotiating So Everyone Wins D. Select the Presentation Method, Then the Approach	Consultation via call, text message, instant messaging, group chats, e-mail, etc. PowerPoint Presentation	Self-paced Study from Home through the use of Learning Management System	Reference Book Learning Guide Module PowerPoint Presentation 1. “Presentation Planning” 2. “Strengthening the presentation” (Lecture / Handouts) Guide Questions Computer / Laptop / Mobile Phone	Online Quiz # 9 Printed Quiz Group Activity Activity No. 7 1. Students will be divided into 5 members per group , create a video presentation of a sales presentation. (100 pts)	Week 13 and Week 14

15-17	<p>After the completion of the chapter, students would be able to:</p> <ol style="list-style-type: none"> 1. Discuss the purpose of the presentation 2. Identify the three essential steps within the presentation 3. explain the sales presentation mix 4. determine how dramatization improves your chances 5. discuss the ideal presentation 	<p>X. Elements of a Great Sales Presentation</p> <ol style="list-style-type: none"> A. The Purpose of the Presentation B. Three Essential Steps within the Presentation C. The Sales Presentation Mix D. Dramatization Improves Your Chances E. The Ideal Presentation 	<p>Consultation via call, text message, instant messaging, group chats, e-mail, etc.</p> <p>PowerPoint Presentation</p>	<p>Self-paced Study from Home through the use of Learning Management System</p>	<p>Reference Book</p> <p>Learning Guide</p> <p>Module</p> <p>PowerPoint Presentation</p> <ol style="list-style-type: none"> 1. "Responding to Objections" 2. "Effective response method" 3. "After Sales-Building Long Term Relationships" <p>(Lecture / Handouts)</p> <p>Guide Questions</p> <p>Computer / Laptop / Mobile Phone</p>	<p>Online Quiz # 10</p> <p>Printed Quiz</p> <p>FINAL OUTPUT</p> <ol style="list-style-type: none"> 1. Create their own Webinar related to Professional Salesmanship topic (100 pts) 	<p>Week 15</p> <p>Week 16</p> <p>And</p> <p>Week 17</p>
18	<p align="center">FINAL EXAMINATION</p> <p align="center">COURSE REQUIREMENTS</p> <p>Suggested Lecture Requirements:</p> <ol style="list-style-type: none"> 1. Mid-Term Examination 2. Final Examination 3. Quizzes/Seat works/Recitations 4. Video presentation 5. Fact Sheet 6. Class Reporting/Reaction Paper 7. Assignments 8. Class or Group Project (Term Paper/Project Design/Case Study/Feasibility Study/Culminating Activity/Portfolio) 9. Class Attendance <p>*All exams must follow a Table of Specifications (TOS) and Rubrics for evaluation of student' performance or projects.</p>						

GRADING SYSTEM

Mid-Term Examination	20%
Final Examination	20%
Quizzes/Long Exam/ Research	10%
Recitation / Seat Work	10%
Attendance	10%
Activities / Projects	30%
TOTAL	100%

STANDARD TRANSMUTATION TABLE FOR ALL COURSES

96.7 – 100.0	1.00
93.4 – 96.6	1.25
90.1 - 93.3	1.50
86.7 – 90.0	1.75
83.4 – 86.6	2.00
80.1 – 83.3	2.25
76.7 – 80.0	2.50
73.4 – 76.6	2.75
70.00 – 73.3	3.00
50.0-69.9	4.00
Below 50	5.00

INC Passed the course but lack some requirements.

Dropped If unexcused absence is at least **20%** of the **Total Class Hours**.

Total Class Hours/Semester: (3 unit Lec – 54 hrs; 2 unit Lec – 36 hrs)

(1 unit Lab – 54 hrs; 2 units Lab – 108 hrs; 3 units Lab – 162 hrs)

CLASS POLICIES

A. Attendance

Students are not allowed to have 20% or more unexcused absences of the total face to face class hours; otherwise, they will be graded as "DROPPED".

B. Classroom Decorum

During face to face mode

Students are required to:

1. wear identification cards at all times;
2. wear face mask at all times
3. observe physical/social distancing at all times
4. clean the classroom before and after classes;
5. avoid unnecessary noise that might disturb other classes;
6. practice good manners and right conduct at all times;
7. practice gender sensitivity and awareness inside the classroom; and
8. come to class on time.

During distance mode

Students are required to:

1. sign an honor system pledge;
2. avoid giving or receiving unauthorized aid of any kind on their examinations, papers, projects and assignments,
3. observe proper netiquette during on-line activities, and
4. submit take home assignments on time.

C. Examination/ Evaluation

1. Quizzes may be announced or unannounced.
2. Mid-term and Final Examinations are scheduled.
3. Cheating is strictly prohibited. A student who is caught cheating will be given a score of "0" for the first offense. For the second offense, the student will be automatically given a failing grade in the subject.
4. Students who will miss a mid-term or final examination, a laboratory exercise or a class project may be excused and allowed to take a special exam, conduct a laboratory exercise or pass a class project for any of the following reasons:
 - a. participation in a University/College-approved field trip or activity;
 - b. due to illness or death in the family; and
 - c. due to *force majeure* or natural calamities.

REFERENCES & SUPPLEMENTARY READINGS**References:****A. Required Textbook/Workbook****B. Reference Books**

Arante, L. and Gomez, J. (2011). *Salesmanship revised edition*. Mandaluyong City: CachoHermanes, Inc.
 Berman, B. and Evans, J.R. (2002). *Marketing, 8e' (Marketing in 21st Century)*. Atomic Dog Publishing
 Berkowitz, E.N., et al. (2003). *Marketing 7th Edition*. McGraw-Hill/Irwin
 Futrell, C. (2015). *Fundamentals of selling*. McGraw Hill
 Ingram, T.N. et al. (2012). *Professional selling 5th edition*. Singapore: Cengage Learning Asia Pte Ltd.
 Pride, W.M. and Ferrell, O.C. 2003. *Marketing*. 12th Edition. Houghton Mifflin Company
 Weitz, B.A., Castleberry, S.A. and Tanner, Jr., J.F. (2001). *Selling: Building Partnerships*. International Edition. McGraw-Hill



C. Electronic References (E-books/Websites)

Building long term relationships with customers. https://www.youtube.com/watch?v=_VfdEMosI3U
 Professional Salesmanship. <https://mktg80201110081.wordpress.com/>
 Qualities of Successful salespeople. <https://www.youtube.com/watch?v=OzIqqypoBI0>
 Salesmanship. <http://www.himpub.com/documents/Chapter875.pdf>
 What great salespeople do differently-Cian MacLoughlin. <https://www.youtube.com/watch?v=vGO1G6qmFHQ>

REVISION HISTORY

Revision Number	Date of Revision	Date of Implementation	Highlights of Revision
1	2 nd Semester AY 2017-2018	2 nd Semester AY 2017-2018	Outcomes-Based Education
2	2 nd Semester AY 2018-2019	2 nd Semester AY 2018-2019	VPAA standards (ISO)

3	2 nd Semester AY 2019-2020	2 nd Semester AY 2019-2020	Outcomes-Based Education
4	1st Semester AY 2021-2022	1st Semester September 06, 2021	Flexible Learning Arrangement / Online Activities
5	1st Semester AY 2022-2023	1st Semester September 10, 2022	Flexible Learning Arrangement / Online Activities

<p>Prepared by:</p>  <p>JOHNNY RICK S. APELLANES Instructor I CP # 0945-896-3300 / 0975-196-5296 E-mail Address: johnny.apellanes@cvsu.edu.ph Department of Management Consultation Schedule: Thursday, 7:00 AM – 9:00 AM Date Prepared: September 06, 2022</p>	 <p>ment E-mail Address: ritchbanate@gmail.com Date Evaluated: September 06, 2022</p>	<p>Approved:</p> <p>GIL D. RAMOS, MAHisto Campus Administrator Tanza Campus Date Approved: _____</p>
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