FLORIDA ATLANTIC UNIVERSITY

COURSE CHANGE REQUEST
Undergraduate Programs

Department Marketing

College Business

UUPC Approval 4-27-26
UFS Approval
SCNS Submittal
Confirmed
Banner Posted
Catalog

***Current* Course Prefix and Number**	MAR4400	***Current* Course Title**	Personal Selling

*Syllabus must be attached for **ANY** changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

Change title to:
Professional Selling

Change prefix
From: **To:**

Change course number
From: **To:**

Change credits*
From: **To:**

Change grading
From: **To:**

Change WAC/Gordon Rule status**
Add ☐ **Remove** ☐

Change General Education Requirements***
Add ☐ **Remove** ☐

*See Definition of a Credit Hour.
**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.
***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

Change description to:
This course focuses on foundational skills for selling and persuasion as well as the steps in the sales process: prospecting, discovery, presentation, objection handling, and closing techniques.

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes:	Spring 2027	**Terminate course? Effective Term/Year for Termination:**	

Faculty Contact/Email/Phone Gina Fleitman/gfleitman@fau.edu/954-236-1068

Approved by	***Date***
Department Chair	4/13/2026
College Curriculum Chair	4/13/2026
College Dean Marc Rhorer (Apr 13, 2026 15:29:52 EDT)	04/13/2026
UUPC Chair Korey Sorge	4-27-26
Undergraduate Studies Dean Dan Meeroff	4-27-26
UFS President	
Provost	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

FLORIDA ATLANTIC UNIVERSITY

MAR 4400-001 12524

~~Personal~~ Professional Selling

Date: Wednesday 11:00 AM - 1:50 PM

Building: Phil Smith Hall Boca Room: 208

3 Credit(s)

Spring 2026 - 1 Full Term

Instructor Information

Gina Fleitman
Email: gfleitman@fau.edu
Office: Boca Campus: FL 334
Office Hours: Wednesdays from 2:00 – 4:00 pm or by appointment via Zoom or the location of your choice. Note: if you plan to visit me during office hours, it's always a good idea to email or text me (cell phone 412-478-3285) to give me a heads' up!
Phone: cell 412-478-3285

Course Description

Prerequisite: Junior standing

This course focuses on foundational skills for selling and persuasion as well as the steps in the sales process: prospecting, discovery, presentation, objection handling, and closing techniques.

Sage Vantage: Professional Selling
ISBN: 9781071930953
Publisher: Sage Publications, Incorporated
Edition: 2nd

Course Objectives/Student Learning Outcomes

As a result of this course, you'll gain these strengths and capabilities:

1. **An understanding of the universality of the principles of selling to any kind of human endeavor: social, political, theological, and business**
2. **Understanding of the vital role of professional selling, and how Marketing and Sales work together to convey a company's message and tell the company's 'story' to the marketplace**
3. **Enhanced skills in questioning and conflict resolution**
4. **Improved skills in all aspects of professional communication**
5. **Designing and delivering effective presentations to sell a product or idea**
6. **Experience in executing each step of the selling process**
7. **Recognition of the professional opportunities available should you may wish to investigate and pursue a sales career**

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

• Establish and implement academic standards.

• Establish and enforce reasonable behavior standards in each class.

• Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct University Regulation 4.007.

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses.

If you encounter any barriers to learning or participation, please let me know. I welcome conversations at any time to ensure you have the appropriate access.

For more information, please visit the SAS website at www.fau.edu/sas/.

Course Evaluation Method

Class Attendance/Participation: A major portion of your grade is class attendance, so I will take attendance each week. In every class meeting, we will actively workshop the concepts and ideas discussed in lecture; participation in these exercises is crucial to attaining the learning objectives for this course. If a health emergency, athletic requirement, or job interview will cause you to miss a class, you must notify me prior. Missed in-class assignments and participation cannot be made up. Just as with a real sales situation, if the salesperson isn't there, someone else gets the deal. Note that missing three or more lectures may severely hamper your grade.

LinkedIn Profile: As a business professional, you should have a suitably professional LinkedIn

profile. You will be required to create or shine up your LinkedIn profile according to the requirements and rubric provided.

Quizzes: Most lectures require reading an assigned chapter from the textbook. Quizzes on the chapters are available through Canvas and may be taken any time within the six days they are open, and are due Wednesdays at 10:00 am. Quizzes will NOT be re-opened after the due date. You have six days to get them done; please plan accordingly. NOTE: If you have an outright emergency that will prevent you from submitting a quiz on time AND you contact me to tell me so before the quiz due date, I will try to work something out, but otherwise there are no exceptions.

RNMKRS Sales Simulation: RNMKRS is the free sales simulation app you will use this semester to practice running sales calls with an AI bot who plays the role of your prospect. A large portion of your grade this semester is based on fulfilling these assignments. You'll have two RNMKRS projects. First, you'll learn about storytelling and communicating by perfecting a 90-second speedsell "elevator pitch" where you try to convince a prospective employer to give you an interview. For the second assignment, you will learn how to run a full sales "Discovery" call, and compete in a nationwide competition against students in all the universities that use RNMKRS. Many companies looking for new grads for sales roles have access to RNMKRS, so if you are interested in a sales career, this tool gives you direct access to hiring managers at the participating companies. A RNMKRS representative will Zoom with us in our Wednesday March 21 lecture and explain everything you will need to know to use the app. Note that the vast majority of RNMKRS assignments will be due Sunday night at 11:59 pm.

Team Sales Powerpoint Assignment: Midway through the semester you will be assigned to a team and tasked with creating a sales powerpoint following the "Commercial Teaching" format introduced in the game-changing nonfiction bestseller *The Challenger Sale*. **The assignment will be broken into three parts: Part 1, Part 2, and then the final version where you put the two parts together. Each team will present the final version live in person in our final class meeting on Wednesday, April 22. Every team member must be present in the classroom, and you must present with no more than a single index card of notes in hand to use as a script. I reserve the right to issue individual grades based on the quality of each student's contribution, and up to a 10% point deduction will be assessed if a student is NOT in the room to present, or if more than the single index card referenced above is used. The specific instructions and requirements will be provided in the Assignment, but all presentations must be without errors and you present the information rather than reading from your slides verbatim.**

Peer Review: At the end of the semester, you will turn in a review of your teammates' performance. It's your job to manage the expectations of your team and make sure you are following through in the eyes of your team members. Your grade on this assignment is entirely

in the hands of how your teammates rank the quality of your contributions.

Final (Zoom Sales Call): Your final 'exam' will be running a 15-minute Zoom sales call with an individual playing the role of a prospect. You will be required to schedule the zoom call; write a professional email to the prospect confirming the date and time for the call; and then record the Zoom where you try to sell the prospect on booking a one-hour meeting with you. Your submittal will be the Zoom recording; the script/outline on which you based the call; and a critique where you evaluate key aspects of the call and tell me what you think you could have done better.

Grading Weighting

- **Course Orientation: 1%**
- **Quizzes: 10%**
- **Class Attendance/Participation: 15%**
- **LinkedIn Profile: 5%**
- **RNMKRS SpeedSell + Roleplay: 25%**
- **Team Sales Powerpoint assignment: Part 1, Part 2, and the final draft (Part 1 + Part 2) = 20%**
- **Peer Review: 4%**
- **Final 'exam': Recorded Sales Call: 20%**

Total 100%

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all

academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Instructor's Note re attendance: A major portion of your grade is class attendance, so I will take attendance each week. In every class meeting, we will actively workshop the concepts and ideas discussed in lecture; participation in these exercises is crucial to achieving the learning objectives for this course. If a health or family emergency, athletic team requirement, or job interview will cause you to miss a class, you must notify me prior. Missed in-class assignments and participation cannot be made up. Just as with a real sales situation, if the salesperson isn't there, someone else gets the deal. Note that missing three or more lectures may severely hamper your grade.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two

(2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Course Grading Scale

Letter Grade	Percentage
A	100 - 94%
A-	< 94 - 90%
B+	< 90 - 87%
B	< 87 - 83%
B-	< 83 - 80%
C+	< 80 - 77%
C	< 77 - 73%
C-	< 73 - 70%
D+	< 70 - 67%
D	< 67 - 63%
D-	< 63 - 60%
F	< 60 - 0%

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

• There was a computational or recording error in the grading.

• The grading process used non-academic criteria.

• There was a gross violation of the instructor's own grading system.

University Regulation 4.002 of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

Quizzes. Most weeks you'll have a quiz on the corresponding chapter. Quizzes may be taken any time within the six days they are open, and are due Wednesdays at 10 am. Quizzes will NOT be re-opened after the due date. You have six days to get them done; please plan accordingly. NOTE: If you have an outright emergency that will prevent you from submitting a quiz on time AND you contact me to tell me so before the quiz due date (my cell is 412-478-3285), I will try to work something out, but otherwise there are no exceptions.

Acceptance of other late work will depend on the assignment. In most cases I will accept work one week late, but with a 10% reduction in points. The Final must be submitted by the specified deadline.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do

so by the instructor of the class for a specific assignment. [Policy 10.16 Artificial Intelligence]

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the Florida Atlantic Code of Academic Integrity, Regulation 4.001.

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit https://fau.edu/ai/citation

AI Language Specific To This Course

- **AI Flexible: The use of AI to assist in work assigned in this specific course is permitted only for specific assignments as indicated by the instructor. Use must be properly documented and cited per instructor guidelines (https://fau.edu/ai/citation).**
- **If on any assignment your answer strikes me as a straight copy/paste from AI, your grade may reflect my disappointment in your effort**

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual therapy, group therapy, and crisis services, to name a few - offered to help improve and maintain emotional well-being. For more

information, go to http://www.fau.edu/counseling/

Student Support Services and Online Resources

- **Center for Learning and Student Success (CLASS)**
- **Counseling and Psychological Services (CAPS)**
- **FAU Libraries**
- **Math Learning Center**
- **Office of Information Technology Helpdesk**
- **Center for Global Engagement**
- **Office of Undergraduate Research and Inquiry (OURI)**
- **Science Learning Center**
- **Speaking Center**
- **Student Accessibility Services**
- **Student Athlete Success Center (SASC)**
- **Testing and Certification**
- **Test Preparation**
- **University Academic Advising Services**
- **University Center for Excellence in Writing (UCEW)**
- **Writing Across the Curriculum (WAC)**

- **FREE writing support is offered for this course through the University Center for Excellence in Writing (UCEW) at the CTL. Visit fau.edu/ucew to learn more.**
- **FREE speaking and presentation support is offered for this course through the Speaking Center. Visit fau.edu/speakingcenter to learn more.**

Course Topical Outline

This schedule may be amended throughout the semester to accommodate student and/or instructor needs.
Unless specified otherwise, assignments are due at 11:59 pm on the due date.

Week/Date	Topic	RNMKRS Assignment	Other Assignment
Week 1 Wed Jan 14	Intro to Class, Chapter 1 Sales and Today's Sales Role, review of LinkedInAssignment	Tuesday, Jan 20: Register, complete profile, complete video training (14 videos) and answer all quiz questions correctly	Sunday, Jan 18: "Introduce Yourself" assignment and Syllabus & Course Agreement due 11:59 pm
Week 2 Wed Jan 21	Chapter 2: Buying Process, presentation on RNMKRS App		Quiz on Chapter 2 due by 10 am
Week 3 Wed Jan 28	Class will be held at the headquarters of A&D Mortgage: 899 W Cypress Creek Rd, Fort Lauderdale, FL 33309	Work on Pitch Perfector	Thursday 1-29 LinkedIn Profile due 11:59 pm
Sunday, Feb 1		2/1 Complete pitch perfector and email it to yourself	
Week 4 Wed Feb 4	Chapter 3: Professionalism and Effective Communication		Quiz on Chapter 3 due by 10 am
Sunday, Feb 8		2/8 Complete 12 elevator rides	
Week 5 Wed Feb 11	Chapter 4: Lead Generation and Prospecting; workshopping SpeedSell Elevator Pitches. Classroom location TBD		Quiz on Chapter 4 due by 10 am
Sunday, Feb 15		2/15 Complete 12	

Week/Date	Topic	RNMKRS Assignment	Other Assignment
		elevator rides	
Week 6 Wed Feb 18	Chapter 5: Planning Sales Calls		Quiz on Chapter 5 due by 10 am
Sunday, Feb 22		2/22 SpeedSell Final Complete and upload video	
Week 7 Wed Feb 25	Chapter 6: The Sales Call, introducing RNMKRS Roleplay and Openings, finalize teams		Quiz on Chapter 6 due by 10 am
Sunday, March 1		3/1 Watch 5 videos, take the quizzes, complete 15 "Opening" roleplays	
Week 8 Wed March 4	Sales Presentations using the Challenger Sale "Commercial Teaching" format, review of Sales Ppt Part 1 assignment		
March 9-13	NO CLASS SPRING BREAK		
Tuesday, March 17		3/17/26 Complete 15 "Discovery" roleplays	
Week 9 Wed March 18	Chapter 7: Making the Presentation		Quiz on Chapter 7 due by 10 am
Sunday, March 22		3/22 Complete 15 "Presentation" roleplays	
Week 10 Wed March 25	Chapter 8: Objections, review of Sales ppt Part 2 assignment		Quiz on Chapter 8 due by 10 am; Part 1 of Sales Powerpoint due 3/26
Sunday, March 29		3/29 Complete 15 "Handling Objections"	

		roleplays	
Week 11 Wed April 1	Chapter 9: Closing		Quiz on Chapter 9 due by 10 am
Sunday, April 5		4/5 Complete 15 "Closing" roleplays	
Week 12 Wed April 8	Chapter 10: Sales Negotiation		Quiz on Chapter 10 due 10 am, Part 2 of Sales Powerpoint due 4/9
Sunday, April 12		4/12 Complete 5 full roleplays: Opening, Discovery, Presentation, Overcoming Objections, and Closing	
Week 13 Wed April 15	Chapter 11: Territory, Time, Resource Management, Chapter 13 Strategic Accounts and Team Selling; Chapter 14 Sales ethics, review of Final		
Thursday, April 16		OPTIONAL: on April 15th and 16th from 10:00 AM EST to 10:00 PM EST, students can submit one competition role play. That score will be recorded for them to determine competition winners	
Week 14 Wed April 22	Team Sales Powerpoint		4/22 Final powerpoint presentation

	Presentations		**presented in class**

Title IX Statement

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at https://www.fau.edu/ocr9/title-ix/. You may also contact Victim Services at victimservices@fau.edu or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.