

University of Florida
ADV 3502, Section 7E39
Advertising Sales
Summer C 2015

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Tuesdays 10am-12:30pm or by appt.

This is an online course located via UF e-Learning at <https://lss.at.ufl.edu/>
When opening the link, click on e-Learning in **Canvas** and login using your UF Gatorlink username and password to have access to the course.

Course Description:

Selling, in its simplest terms, is the process of persuading a person that your product or service is of greater value to him or her than the price you are asking for it. As an ad salesperson, you will have the opportunity to persuade and influence your prospects to purchase advertising space from you. Your potential customers may have heard just about every sales pitch and, in addition, are as well informed as you are in terms of advertising, if not more. It is then your task as a salesperson to turn prospects into customers and get their attention by building relationships based on being likable, utilizing emotional intelligence, ethics, listening, trust and providing expert product knowledge. Generating new accounts and maintaining existing clients involves developing and making winning sales presentations.

Thus, the purpose of this online course is to introduce students to selling advertising as a possible career opportunity.

Course Objectives:

This course consists of three parts:

Part I: Introduces the attitudes, attributes, skills and tools required to be successful in selling advertising. In addition, we will focus on the importance of ethics, attitude, listening, the “AESKOPP” system of selling and becoming aware of your Emotional Intelligence (EI) and how it can be applied to sales and building relationships.

Part 2: We will examine the various types of media where advertising space is purchased: television, radio, magazines, newspaper and the Internet. In addition, we will take a look at the financial aspects attributed to selling: paperwork (sales proposals and travel and expense reports), rate calculations and understanding the basics of financial reports.

Part 3: Focuses on the structure and framework to prepare an effective and winning sales presentation to prospects and existing clients by: prospecting, problem solving, generating solutions, negotiating, closing, creating value and addressing objections.

Each part is intended to provide the core components of advertising sales: 1) Developing the mindset for building long-term relationships with prospects and clients: positive attitude, being ethical and the importance of Emotional Intelligence (EI). 2) Understanding the importance of knowing your product having an “informational edge” over your competitors regarding “disruptive” changes and megatrends in advertising, media and technology. 3) Learning how to prospect potential clients, presenting and closing the sale by developing and delivering a professional, persuasive and closing winning presentation.

Required Text:

1. Warner, Charles (2009), *Media Selling: Television, Print, Internet, Radio* (4th edition), Wiley-Blackwell (the text is also available as an e-book on Amazon.com).

Optional Texts:

Amid the thousands of books written on sales I have selected two that I believe will help you when it comes to selling and making effective and persuasive presentations. These books are not required but I strongly recommend you get them. (You can purchase both books online on Amazon or eBay for no more than \$10 each).

- 1 Stanley, Colleen (2013), *Emotional Intelligence For Sales Success*, AMACOM
- 2 Gitomer, Jeffrey (2007), *The Little Green Book of Getting Your Way*, Financial Times (FT) Press

Course Schedule:

Modules will open on Monday of each week and end on Sunday of the following week at 11:59pm. Please note this schedule may vary during weeks during holidays and breaks. Please make sure to review the semester schedule on a regular basis, as it may be subject to changes.

Students will be notified of any scheduling adjustments via **Canvas** Announcement posts and by **Canvas** email if necessary.

**Weekly module assignments (group discussions, individual assignments) are due on Sunday at 11:59 PM unless otherwise specified.

<u>Module</u>	<u>Topic</u>	<u>Dates</u>	<u>Quiz/Assignments</u>
Module 1	Course Introduction	5/11-5/17	Group Discussion
Module 2	Selling Assumptions And Approaches	5/18-5/24	Group Discussion
Module 3	Ethics and AESKOPP	5/25-5/31	Group Discussion Mid Term Contact Info Activity
Module 4	Attitude and Goals	6/1-6/7	Mid Term Interview Questions Quiz #1 (Modules 1-4)
Module 5	Communicating Influencing & Finding Solutions	6/8- 6/14	Group Discussion Activity

Module 6	Emotional Intelligence	6/15-6/21	Group Discussion Activity
Module 7	Business and Finance	6/28-7/5	Group Discussion Mid Term Assignment Due
Module 8	Television	7/6-7/12	Activity
Module 9	Magazines and Radio	7/6-7/12	Group Discussion Activity
Module 10	Newspapers & Internet	7/13-7/19	Group Discussion Activity Quiz #2 (Modules 7-10)
Module 11	Influencing & Creating Value -Prospecting, Identifying Problems and Begin Generating Solutions	7/20-7/26	Group Discussion
Module 12	Solutions cont'd and Sales Presentations	7/27-8/5	Schedule & Prepare Presentations
Module 13	The Presentation, Closing the Deal and Handling Objections	7/27-8/5	Final Group Sales Presentations Quiz #3 (Modules 11-12)

Grading

Group Discussions (9)	90 points
Quizzes (3)	75 points
Activities (6)	60 points
Mid-Term Contact Name Info	10 points
Mid-Term Interview 10 Questions	10 points
Mid-Term Interview Assignment	80 points
Final Group Sales Presentation	<u>175 points</u>
Total	500 points

Grading Scale

A	465-500 points
A-	445-464 points
B+	415-444 points
B	400-414 points
B-	385-399 points
C+	375-384 points
C	355-374 points
D+	341-354 points

D 326-340 points

F 0-325 points

Discussion Boards:

You will be assigned to a group of up to five team members to make your original post and post two peer feedback responses.

The purpose of the nine discussion boards is to get you to interact with your group members by sharing ideas and insights based on videos, real world sales situations, concepts from Warner's text and news articles. Each of you will need to post one original peer response by the end of each Friday. In addition to your peer response, you will also have to provide two peer feedback responses that are due by the end of the day each Sunday (11:59pm) when the module closes. (Any original posts made **after** the end of the day each Friday will result in a 1.5-point reduction from your overall score and posts received after the module closes will not be accepted). The intention of making your initial post by Friday is to give your team members the time and opportunity to post their peer feedback in the event they may not have time to do so during the weekend due to job, business, family obligations, etc.

Individual Assignments:

The six individual assignments will be based on various topics based on Warner's text as well as articles and sales scenarios. Each assignment is worth 10 points.

Midterm Interview Paper:

The Midterm assignment is worth a total of 100 points and is broken down into three parts.

Why three parts?

Interviews need to be set-up in advance to prepare you and the interviewee for the question and answer exchange to be successful and insightful. Typically, interviews not scheduled and questions not prepared in advance increases the risk lead to poor interviews or cancellations by the interviewee.

Therefore the purpose of this assignment is to go out and interview someone who has a knowledge of sales to gain a real world understanding to get a perspective as to what it takes for sales reps, managers, executives, etc. to be successful.

The first part will require finding the person you are going to interview. (10 points)

The second part is to develop 7 to 10 questions in advance for the interview that will help you understand the daily tasks, responsibilities of the person as and can also pertain to questions about what characteristics and attributes they look for in dealing with quality and successful salespersons. Note you may be asked by the interviewee to send them in the questions in advance so they can prepare their responses. (10 points)

The last part is the 400-500-word paper that you will write based on the responses you received during your interview as well as indicate if you learned anything new about what it takes to be successful in sales. (80 points)

Quizzes:

There will be three ten question multiple-choice quizzes based on questions from the textbook and lectures. Each quiz is worth 25 points (10 questions at 2.5pts each).

Final Sales Presentations:

Similar to discussion boards, you will be assigned to a group of up to five members. The detailed framework structure and tips to make a winning sales presentation can be located in an attachment located in Module 1. (175 points)

Please note it takes up to one week to post your grades and provide feedback after a module is closed.

Contacting the Helpdesk

If you are having technical issues please contact the UF Computing Helpdesk for assistance at helpdesk@ufl.edu or by phone (352) 392-4357 (HELP)- select option 7. or Walk-in to HUB 132. If you are calling you must provide your UFID# and/or Gatorlink User ID.

Policies for Late Work and Exams: There will be no make-up assignments without proof of excused absence. All assignments are expected to be turned in on the due date. If problems arise, contact me **immediately via email**, particularly if those problems might potentially hamper your class performance and submitting you assignments and discussion board posts after the module due dates.

Expect that late work will not be accepted.

Support for Students with Challenges: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Each of us is likely to face challenges that may adversely affect our class performance. I am willing to help. However, I can only help if you notify me before your performance is affected. Expect requests received for help after your performance has been negatively affected to be denied.

Academic Honesty Guidelines: The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XI of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017). You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

The Honor Code:

**We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:
“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”**