

University of Florida
ADV 3502, Section 7E39
Advertising Sales
Summer C 2016

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Tuesdays 10am-1:00pm or by appt.

This is an online course that is located via UF e-Learning at <http://elearning.ufl.edu/>
After opening the link, click on e-Learning in **Canvas** and then 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. If you think about it, you are already making pitches and short sales presentations to customers at work, your professors, family, friends, people you meet along way, etc. Thus, as an advertising salesperson, you will have the opportunity to build on your inherent selling skills and fine tune and sharpen them to persuade and influence potential prospects to purchase advertising space from you. Your potential customers may have heard just about every sales pitch and presentation and, more than likely, are as well informed as you are in terms of buying advertising space, -- if not more. It is then your task as a salesperson to turn prospects into customers and build long-term relationships with them, and to do that, you will learn the importance of people selling skills such as being likable, utilizing emotional intelligence, acting in an ethical manner, listening, being trustworthy while providing expert knowledge of your media outlet. In addition to focusing on sharpening your people skills the course will cover the entire sales process: prospecting, identifying problems, developing solutions, presenting, closing and negotiating a deal and finally providing premier service.

Thus, the purpose of this online course is to introduce students to selling advertising as a possible career opportunity. Even if you are not pursuing a career the material covered in this course may be beneficial to you by developing selling skills as well as learning how to build and develop business/client relationships.

Course Objectives:

This course consists of three parts:

Part I: Introduces the importance of attitudes, attributes, ethics, listening, the "AESKOPP" system of selling and Emotional Intelligence (EI) as to how each of these 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 the Internet and social media. 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 overall structure and how to prepare and deliver effective and winning sales presentation to prospects and existing clients via the process of prospecting, problem solving, generating solutions, negotiating, closing, as well as ideas to create added value and addressing all types of objections and client resistance.

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 the primary types of advertising space sold by having an “informational edge” over your competitors regarding ongoing changes and in the advertising and media industries. 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:

There are tens of thousands of books written on sales and presentations and I have selected two that I think will benefit you when it comes to selling and making effective persuasive presentations. These books are not required but I strongly recommend you get them. (You can purchase both these books online on Amazon or eBay for about \$10 each).

1. Stanley, Colleen (2013), *Emotional Intelligence For Sales Success*, AMACOM, (available in UF bookstore.)
2. Gitomer, Jeffrey (2007), *The Little Green Book of Getting Your Way*, Financial Times (FT) Press (You can purchase a copy of this book on Amazon or eBay for less than \$8.00)

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.

Course Overview

Module/Date	Description	Assigned Work	Assignment(s) Due
Module 1 5/9-5/15	Introduction	Group Discussion Board (DB) (10)	Friday, 5/13 DB initial post Sunday, 5/15 Two DB Peer Feedback
Module 2 5/16-5/22	Selling Assumptions and Approaches	Group Discussion Board (DB) (10)	Friday, 5/20 DB initial post Sunday, 5/22 Two DB Peer Feedback
Module 3 5/23-5/29	Ethics and AESKOPP	Group Discussion Board (DB) (10) Individual Activity (10) Mid Term Contact Name Due (10)	Friday, 5/27 DB initial post Sunday, 5/29 Two DB Peer Feedback Ind. Activity, Sunday 5/29 Mid Term Contact, Sunday 5/29
Module 4 5/30-6/5	Attitudes and Goals	10 Mid-Term Interview Questions (10) Quiz #1: Modules (1-4) (25)	Sunday, 6/5 Mid-Term Interview Questions and Complete Quiz #1 by Sunday, 6/5
Module 5 6/6-6/12	Communicating, Influencing and Finding Solutions	Group Discussion Board (10) Individual Activity (10)	Friday, 6/10 DB initial post Sunday, 6/12 Two DB Peer Feedback Ind. Activity, Sunday 6/12
Module 6 6/13-6/19	Emotional Intelligence	Group Discussion Board (10) Individual Activity (10)	Friday, 6/17 DB initial post Sunday, 6/19 Two DB Peer Feedback Sunday, 6/19 Ind. Activity
Module 7 6/27-7/3	Business and Finance	No assignment due	No assignment due
Module 8 7/5-7/10	Television	Mid-Term Paper Due (80) Individual Activity (10)	Sunday, 7/10 Mid-Term Paper Sunday, 7/10 Ind. Activity
Module 9 7/5-7/10	Magazines and Radio	Group Discussion Board (10) Individual Activity (10)	Friday, 7/8 DB Initial Post Sunday, 7/10, Two DB Peer Feedback Sunday, 7/10, Ind. Activity

Module 10 7/11-7/17	Newspapers, Internet and Social Media	Quiz #2 Modules 7-10 (25) Extra Credit (10-15)	Sunday, 7/17, Complete Quiz #2 Friday, 7/22 Extra Credit Due
Module 11 7/18-7/24	Influencing and Creating Value, Prospecting, Identifying Problems and developing solutions	Group Discussion Board (10)	Friday, 7/22, DB initial post Sunday, 7/24 Two DB Peer Feedback
Module 12 7/18-7/24	Creating solutions (Part 2) and Sales Presentations	Teams Schedule Final Presentation	Friday, 7/22, DB initial post Sunday, 7/24 Two DB Peer Feedback Reserve Final Presentation date and time
Module 13 7/25-8/5	The Presentation, Closing the Deal and Handling Objections	Final Presentations (175) Quiz #3: Modules 11-12 (25)	Teams make final presentations 7/27-8/5 Complete Quiz #3 by Thursday, 8/5 (opens Wednesday 7/27)

Grading

Group Discussions (8)	80 points
Quizzes (3)	75 points
Individual Activities (5)	50 points
Mid-Term Contact Name Info	10 points
Mid-Term Interview 10 Questions	10 points
Mid-Term Interview Paper	80 points
Final Group Sales Presentation	<u>175 points</u>
Total	480 points

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

Grading Scale

A	450-480 points
A-	425-449 points
B+	410-424 points
B	390-409 points
B-	375-389 points
C+	360-374 points
C	345-359 points
D+	330-344 points
D	329-340 points
F	0-325 points

Discussion Boards:

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

The purpose of the discussion boards is to get you to interact with your team members by sharing ideas and insights based on videos, real world sales situations, concepts from Warner's text and news articles. (Each discussion board is worth 10 points: 5 pts. for initial post and 5 pt. for two peer feedback responses).

You are required to post one original peer response by the end of each **Friday (11:59pm)**. 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. (Please note: Any original discussion board posts made **after** the end of the day each Friday will result in a **two-point reduction** from your overall score and posts received after the module closes on Sunday 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 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 an **individual** assignment 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, both interviews not scheduled and questions not prepared in advance greatly increases the risk for a poor interview due to lack of preparation.

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 and get a perspective as to what it takes for sales reps, account managers, executives, podcasters or any sales related position to be successful.

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

The second part is to think of 8 to 10 questions in advance for the interview that will help you understand the interviewee's background, daily tasks, responsibilities, i.e. Describe a typical work day? Is education important in the hiring process? What characteristics make up a successful salesperson? Note be ready to send your questions to the interviewee in advance so they can prepare their responses. (10 points)

The third and last part is to write a 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 your career/sales endeavors. (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 2.5 pts. each).

Final Sales Presentation:

The details regarding the final sales presentation can be found in Module 1 and tips to make a winning sales presentation can be located in an attachment located in Module 3. Modules 11 and 12 provide the structure, which provide the framework to make a winning presentation. (175 points)

Contacting the Helpdesk

If you run into 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 be prepared to 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 in terms of submitting your 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."