

# UMSL | Marketing and Entrepreneurship

Spring 2025



## **Personal Selling**

MKTG 3751 / ENT 3151

3 Credit Hours

Instructor: Jeffrey Promnitz

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Office Hours: By appointment

Location: Virtual, On-Campus by request

Class Schedule: Asynchronous

## **COURSE DESCRIPTION**

This course presents the business-to-business and customer-focused selling processes and their application through discussion, role-play, individual and group activities. Essential skills such as the appropriate use of communication tools, effective time-management and an understanding of various selling environments are also incorporated into the course.

Personal Selling develops the student's skills in selling processes and behaviors that enhance the ability of being persuasive in settings that require it. The course extends the application of strategy beyond traditional sales environments and includes many facets of personal and professional life, such as: job interviews, negotiating purchase prices, delivering an impactful speech, building trust when managing in a supervisory capacity, and more. Specific examination includes procedural steps for maintaining control in a selling environment and the behavioral qualities that improve the likelihood of success. The delivery of the course is predominantly in group settings, utilizing roleplays that are hypothetical or mimic real-world experiences.

## LEARNING OUTCOMES

By the end of this course, students will be able to:

- Analyze a given scenario and correctly identify the current stage of the sales process, the next appropriate step, and justify their reasoning;
- Adapt and apply learned behavioral communication techniques in a variety of simulated professional settings, such as meetings, presentations, and conflict scenarios, as assessed through a rubric-graded role-plays;
- Demonstrate increased confidence in public speaking by exhibiting at least three of the following behaviors during presentations: maintaining eye contact with the audience, using clear and steady vocal projection, employing relevant body and hand gestures, appropriate reliance on notes, maintaining control of the interaction.

## GRADING

The overall grade is a measure of the student's ability to demonstrate the learning objectives.

There are three components to the grade, with an early knowledge quiz worth 20% of the total grade and a participation and final assessment grade, each worth 40% of the total grade.

- Early knowledge quiz (10 pts); weight 20%
- Final assessment (10 pts); weight 40%
- Participation (1 pt / activity); weight 40%; via weekly chat forums and small assignments

## COURSE EXPECTATIONS

Your participation is primarily reflected in the discussion groups throughout the semester and

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is an important part of the learning process, as well as your overall grade, which is 40%. This is because personal selling is inherently active – i.e. we use gestures, words (written and oral), tone, styles – and so we learn in similar settings in order to also gain experience. To encourage active learning, this class emphasizes:

- Small at-home activities to encourage quick participation.
- Interactive discussion forums that mimic in-class or in-person interactions.
- Documenting experiences and sharing reflections.

**Late work** is always accepted because it is better than not at all, however, late work is likely to affect the participation component of the grade (and it is a substantial 40% of the grade).

Extenuating circumstances will be considered, provided it is requested as soon as reasonably possible.

## COMMUNICATION STANDARDS

Our forums are spaces for intellectual discussion and collaborative learning. To ensure these spaces are productive and respectful, here are some standard communication expectations:

### **Respectful and Inclusive Language:**

- **Use inclusive language:** Avoid language that excludes or marginalizes individuals based on their background, identity, or beliefs.
- **Maintain a professional tone:** Refrain from using slang, offensive language, or personal attacks.
- **Be considerate of diverse perspectives:** Acknowledge and respect differing viewpoints, even when disagreeing.

### **Constructive and Meaningful Engagement:**

- **Stay on topic:** Keep posts and comments relevant to the discussion prompt or course material.
- **Provide thoughtful contributions:** Share insightful ideas, ask clarifying questions, and offer constructive feedback.
- **Support claims with evidence:** When expressing opinions or making arguments, provide evidence from course materials or credible sources.

## Effective Communication Practices:

- **Write clearly and concisely:** Use proper grammar, spelling, and punctuation to ensure your messages are easily understood.
- **Cite sources appropriately:** Give credit to the original authors when referencing their ideas or work.
- **Respect others' time:** Keep posts and comments concise and to the point.
- **Practice active listening:** Carefully read and consider others' contributions before responding.

## Netiquette and Online Etiquette:

- **Avoid all caps:** Typing in all caps is generally perceived as shouting.
- **Use emojis and emoticons sparingly:** While they can add context, overuse can be distracting.
- **Be mindful of your online presence:** Remember that your posts and comments contribute to your digital footprint.

## Consequences of Violating Expectations:

- **Warning from instructor:** A private message or public announcement addressing the inappropriate behavior.
- **Post removal:** Deletion of the offensive or disruptive post.
- **Temporary ban:** Restricted access to the forum for a specific period.
- **Permanent ban:** Complete removal of access to the forum.

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- **Academic penalties:** Grade deductions or other disciplinary actions as determined by the instructor.

## PREREQUISITES

MKTG 3700 and of junior or senior standing; or the consent of instructor.

## REQUIRED TEXT

All materials are provided. There is no required textbook.

## STUDENT RESOURCES

In order to be successful in this class, as well as many life experiences, there are tools and resources available to you. The following are some of these and there may be additional ones not listed, please request assistance at any time.

### HEALTH, COUNSELING AND DISABILITY ACCESS SERVICES

If you have a documented disability that may have an impact upon your work in this class, Disability Access Services (DAS) is ready to receive your [request](#). This includes mental and physical needs, both for new and returning students.

### INFORMATION TECHNOLOGY SERVICES

It is not uncommon to need assistance with password resets and other IT help. Did you know that you can even borrow equipment, such as a laptop or projector? It's true! There are four ways to reach IT Services:

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1. Phone: 314-516-6034
2. Online: [help.umsl.edu](https://help.umsl.edu)
3. Email [helpdesk@umsl.edu](mailto:helpdesk@umsl.edu)
4. In person: MSC, Room 190

## WRITING CENTER

Writing is one of the primary ways we express ourselves and communicate valuable information. Getting it the way we intend can be tricky and thankfully the Writing Center makes it very easy to get a helping hand. They can be visited in-person at SSB 103 or in a live chat. Visit their [website](#) for more information.

## GET TO KNOW JEFFREY PROMNITZ!

Jeffrey Promnitz is a CEO, doctoral scholar, and advocate for the successful intersection of real estate ROI and affordable housing. His work focuses on creating innovative compliance and educational products that empower teams to maximize investor returns while contributing to the development of much-needed affordable housing.



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As the Chief Executive Officer of Zeffert & Associates, a nationally recognized leader of multifamily compliance, he oversees strategic direction and key industry partnerships. Additionally, Jeffrey is a researcher and educator. His domain of interest is human capital, specifically bridging the space between theory and real-world application. He teaches in the College of Business Administration at the University of Missouri - St. Louis.

Jeffrey's background includes a master's degree in international business administration, a bachelor's degree in medical microbiology, and professional certifications in affordable housing.