

Personal Selling and Sales Management Fall 2026 MGT 4303 A

Professor: Dr. Tracey A. Swartz (she/her/hers)

Dates: August 24 – December 8 (Final exam on December X from 8 am - 9:30 am¹)

Class Time: TR 9:30 am - 10:45 am

Class Location: 760 Spring St NW (EDB) 235/Scheller 436

Office: 417 (AKA 4230)

Office Hours: By appointment in person on TR or via Zoom. To make an office hours appointment, please email me with several day/time slots during which you are available.

E-mail: Tracey.Swartz@scheller.gatech.edu

Email is the best way to contact me. I will do my best to reply promptly but do not rely on a response within a few hours. Prepare early so you don't run into problems at the last minute.

Student Success and Inclusion: My goal is to help you succeed in this course while fostering a supportive, inclusive environment. I care about each of you—as individuals and as valued members of the Georgia Tech community. While not everyone may earn an A, I want you to leave this class having learned material you can apply beyond the classroom.

Assignments are designed to go beyond memorization, encouraging synthesis and application in real-world contexts. Many former students have found this approach helpful in securing internships and jobs. I encourage you to focus on learning over grades, and I welcome your feedback at any time to improve your experience. If you're struggling—academically or personally—please reach out. A list of campus resources is available on Canvas under the GT Student Resources module.

I strive to create an equitable classroom by including diverse perspectives and representation in course content and visuals. I use and encourage correct pronoun use and welcome feedback on how I can make the course more inclusive. An anonymous feedback form is available [here](#) and can be submitted anytime throughout the semester.

Required Text

Castleberry & Tanner. *Selling: Building Partnerships*. 11th Ed. Custom loose-leaf book: ISBN: 9798219054686
e-book: <https://www.mheducation.com/highered/custom/product/9798219071331.html>

Recommended reading:

- [How to Get Your Point Across in 30 Seconds or Less](#) by Frank
- [Getting to Yes: Negotiating without Giving In](#), by Fisher and Ury
- [The SPIN Selling Fieldbook](#) by Neil Rackham

Course Description

Do you want a donut or a bagel? Would you prefer to go to dinner with me on Wednesday or Friday? If you answered either question, I just sold you on something you didn't realize you were 'buying.' This is one of the fundamental sales closing techniques, among other personal selling tools, we will discuss in this class. Personal selling and sales management will set you up with fundamental knowledge to not only build a career in sales but also to be able to negotiate and sell to your friends and family. Wouldn't you love to be able to use some of what you learn in this class to negotiate a raise one day?

¹ If choosing to take the final exam, I am open to starting the exam at 9 am since it would end within the allotted time on the final exam matrix.

This course examines the fundamentals of personal selling and sales management and the development of communication and selling skills that yield desired sales results. We will discuss the role of personal selling in the buying process for businesses and how salespeople carry out their duties. It will review the different aspects of the sales task and how to accomplish these jobs effectively and efficiently. Course Prerequisite: MGT 3300

Course Learning Outcomes

1. Be able to explain what selling is and the role selling plays in an organization.
2. List and explain the role of various participants in an organizational buying center.
3. Outline and explain the stages in organizational buyer decision making.
4. Point out the nature of different organizational buying situations.
5. Utilize communication strategies and active listening to present information in a way that adapts to different (selling/buying) scenarios and personality styles.
6. Apply knowledge of negotiation fundamentals to role play scenarios in class (and hopefully situations outside of class) to successfully negotiate a deal, handle objections and obtain commitment.
7. Be able to list and explain the steps necessary to exceed customer expectations and build long term relationships in sales.

Accommodations: If you require accommodations, contact the **Office of Disability Services** at (404) 894-2563 or <http://disabilityservices.gatech.edu/> as soon as possible. Bring your accommodations letter to the instructor **within the first two weeks** of class. Students needing **extra time on exams** must schedule proctoring services **in advance**. If you're waiting for official accommodations but need support, please **meet with me early** to discuss temporary solutions.

For health-related accommodations, documentation must come **from the [Dean of Students](#)**—do **not** send personal medical information or doctor's notes via email. You may notify me that you're submitting paperwork but avoid sharing private details in email communications.

Class Material

This is a **fast-paced course** that requires strong time management. Be prepared to **start quickly and stay organized**. For support, check out Thrive@GT for tips on [time management](#) (or <https://mystudylife.com/>) to track assignments.

Course content builds on **MGT 3300** and is available on **Canvas**. We'll dedicate one class about 1–2 weeks before each project deadline to review that portion. Other assignments are spaced out to help manage your workload.

While the course schedule aligns with textbook chapters, we may **adjust timing or depth** as needed. Some topics not covered in class may still appear on exams, and some class discussions may go beyond the textbook. **Use the exam topic guide on Canvas and past semester student notes** to focus your study efforts.

Classroom Conduct

To maintain a productive learning environment, the following behaviors are not allowed: regular tardiness, early departures, texting, using phones, working on unrelated materials, chatting, or using electronic devices without permission. **Laptops may only be used on project work and final presentation days**—not during lectures or guest speakers unless you have prior approval. If you require an accommodation to use a device for notetaking, please contact me. **All sound-generating devices must be turned off during class**. Unauthorized device use will result in dismissal from class and be marked as an absence. Please print the class notes before arriving.

Professionalism and respectful behavior are always expected. Let classmates speak without interruption and respect differing opinions.

Your responsibilities include being prepared, attending all classes, reading assigned materials beforehand, and completing work on time. If you miss a class, **you are responsible** for catching up on the material. Exam content will include lecture and reading materials. Always refer to **the most recent syllabus and Canvas updates**.

The professor reserves the right to dismiss any student for disruptive behavior. Such instances will count as absences.

Course Requirements: Graded Items

Syllabus and About Me

Your first assignment is to read the syllabus. Embedded within the syllabus is an assignment. Submit this assignment on Canvas by the due date. You will also do an About Me presentation on the second day of class. Details are posted on Canvas and provided on the first day of class. If you register late, you will be allowed a one class period extension on completing these items.

Exams

All exams may include **multiple choice, true/false, and problem questions**. You are expected to *closely review and read the content of the textbook*, in addition to what is covered in class and posted on Canvas. A general **review guide** is posted on Canvas for each exam—this is not comprehensive but highlights key topics to focus on.

The course outline indicates when the exams will be given. **If you have a schedule conflict with an exam date, see me immediately so we can discuss alternative options.**

Exams 1 & 2 will cover the material from chapters as noted on the class schedule. These exams have 35 questions and will be graded out of 33 (possible to get >100%). You will have 45 minutes to complete exams 1 and 2. The OPTIONAL final exam will be cumulative of the chapters as noted on the schedule. The final exam contains 70 questions and will be graded out of 66 questions. You will have 90 minutes to complete the final exam.

If you miss an exam **for any reason (excused or unexcused)**, the **only make-up option** is the cumulative final exam. No other make-up exams will be given.

If you take both midterm exams, you may take the **final to improve your average**. The final exam score will **replace your lowest midterm score—even if it's lower**. Only take the final if you miss a midterm or are confident you can improve your grade.

The final exam will be held **only at the scheduled time—no exceptions**, so plan your end-of-semester travel accordingly.

HonorLock for Final Exam: Honorlock will be used for your final exam. To get started, you will need Google Chrome and the Honorlock Chrome Extension. You can download the extension at www.honorlock.com/extension/install

Before starting the final exam, you'll need to complete a 360-degree room scan. Your webcam and screen will be recorded throughout the exam. A basic calculator will be available, but copy/paste and printing are disabled. You won't be able to access other web pages, so please close all tabs before you begin. If your session is flagged, it doesn't automatically mean you did something wrong—flagged exams are reviewed individually.

Choose a private, well-lit, distraction-free space where you're comfortable being video and audio recorded.

If you have an accommodation through the Office of Disability Services, please notify me at least one week before the exam so your settings can be adjusted accordingly.

All exams and quizzes are closed note, closed book, individual assessments. If your computer does not work with HonorLock, it is your responsibility to advise the professor at least two weeks prior to the final exam so an alternative solution can be discussed.

Sales Project

Sales Project Part 1: Written Project & Sales Project Part 2: Presentations

The sales project builds on knowledge from MGT3300 and amalgamates it with material that we will discuss during the semester allowing you to apply what you've learned to a practical B2B retail selling scenario. Your partner will play the role of the retail buyer and your final "presentation" will be the class watching your sales pitch to get the "retailer" to carry your product. This project will bring together most, if not all, aspects of personal selling discussed in this class. Past students have noted that they used their final sales proposal to get jobs, internships, and to get into advanced degree programs. See the **Project Details** and **Written Proposal and Presentation Peer Review Grading Rubric** documents on Canvas for much more information about the project.

You may view imperfect past projects before class starts or by appointment. If ANYTHING is unclear, it is the student's responsibility to contact the professor for clarity.

To get help with any part of your project, you should contact me at least 48 hours before the due date/time.

Project element due dates are listed in the course schedule and on Canvas. If there are any discrepancies, the dates on the syllabus prevail. (Please let me know if you notice a discrepancy.) Late submissions will receive a 5% grade reduction for each day it is late (which starts promptly at 9:30 am). If your assignment has not been submitted by 9:30 am on the 3rd **calendar** day, you will receive a grade of 0. No exceptions. You should still submit the assignment for feedback, as this will factor into your final written proposal grade. To submit your missed assignment for feedback, please contact the professor.

Do not delay doing your project work. You can always submit things early since emergencies arise. Also, sometimes it is worthwhile to take the 1-day late penalty if it means you will have the time to submit a higher-quality assignment. If you are unsure what to do, you can always reach out to ask me for help.

TurnItIn and AI tools

All assignments must be submitted through Canvas. All assignments are subject to review by TurnItIn, plagiarism and AI detection software. **Please cite all sources and quote text that is copied directly from a source for EVERY assignment.** Sources should include a link but otherwise do not need to follow a particular format. If text is quoted from a print source, include p. # and if quoted from website include para. #.

You may use AI to help with your research. However, you **MUST validate and cite your sources**. Anything that is behind a paywall should be submitted as an appendix to your assignment. You **MUST** write the content in your own words and should not directly copy text from any AI tool. All sources will be validated and if there is an issue with a source, there will be a 5-point grade penalty per issue. Failure to appropriately cite sources on assignments is considered Honor Code violations and will be reported to the Office of Student Integrity for disciplinary action.

Mini-Role Plays

Throughout the semester, you will participate in mini role-plays designed to:

- Prepare you for the final role-play project
- Build confidence and experience in public speaking
- Develop self-awareness of your communication style and how to adapt it
- Practice active listening and recognizing others' personality styles
- Apply weekly course concepts in realistic scenarios to identify gaps in understanding
- Build on skills progressively with each role-play
- Simulate real-world sales training to help prepare you for a career in sales

Mini role-plays will be assigned after the drop/add period. Partners will be randomly assigned, and both the schedule and materials will be posted on Canvas. Each student will serve as both buyer and seller at least once. I aim to distribute assignments evenly across the semester.

Scripts and scenarios will be attached to the Canvas assignments (not in the instruction box). These include the necessary background and evaluation forms. You're expected to review the materials, do additional research as needed, and improvise to meet the role-play's objectives. Some scenarios require collaboration with your partner, while others do not—please follow the instructions carefully. Evaluation forms may differ for each role-play. Each role-play should last approximately 12 minutes. Time under 10 or over 13 minutes will result in a 2.5-point deduction. If anything is unclear, reach out to me for clarification. You may assume reasonable details as needed. **Note:** Role Play #6 requires product and retailer approval by 9/17.

A special note: Because role-plays involve in-class presentations and rely on your peers, it is critical that you attend on your assigned days. I will try to accommodate emergencies (and request you accommodate them, too, if it affects you). However, if the accommodation poses an undue burden for your classmate, then I will serve as your assigned partners. Any emergency accommodations require proper documentation from the Dean of Students. If possible, please communicate with the professor ASAP if an emergency arises. My cell is 813-785-5336.

Other Assignments and Extra Credit

The professor may add assignments to enrich student learning during the semester. If you miss class, please be sure to check Canvas for an announcement whether an assignment has been added. Also, extra credit may be provided at any point during the semester and is available on all assignments submitted (by going above and beyond the requirements). If you are not in attendance during class when an extra credit assignment is administered, you CANNOT make this up, regardless of whether your absence is considered excused by the University.

Class Participation

You are expected to come to class prepared to actively participate. Students who participate tend to perform better on tests and assignments. If I have noted you actively participating in most class discussions and you are on the border between two letter grades (i.e., you have between 89.50-89.9), your grade may be rounded up to reward you for participation. This form of active participation does not guarantee that your grade will be rounded up.

To assist with active discussions, I will attempt to learn your names as quickly as possible. To facilitate this, we will have name tents. I ask you to try to sit in the same seat for each class. It makes it easier for me to learn your name.

Attendance

You are responsible for understanding Georgia Tech's attendance policy: <http://catalog.gatech.edu/rules/4/>

Because participation requires your presence, **attendance will be taken daily and strictly enforced.**

This course meets **29 times**. Missing **more than 3 classes** (excused or unexcused) is considered excessive. To allow for emergencies, you may miss up to **4 total sessions** without penalty. Beyond that, **2 points will be deducted from your final grade for each additional absence**, regardless of reason.

If you expect to miss more than 4 classes, you must receive **prior approval** from the professor **before the last day to change your schedule**, as listed on the [Registrar's calendar](#). Documentation from the **Dean of Students** is required for any exception.

For extended or institute-approved absences, notify the professor via email (details not required) and submit documentation to the Dean of Students. Remote attendance or recordings may be offered **only in extreme, documented cases and will not be posted online.**

Note: Late arrivals and early departures—regardless of reason—will be recorded and counted toward total absences.

Evaluation

<i>Graded Item</i>	<i>% of Final Grade</i>
Syllabus & Self-Presentations	4
Exam 1	20
Exam 2	20
Mini-Role Plays	16
Project Part 1: Written Project	20
Project Part 2: Presentation	20
Total	100

Grade Scale

A	= 90.00 and above
B	= 80-89.99
C	= 70-79.99
D	= 60-69.99
F	= Below 60.00

DO NOT RELY ON THE OVERALL COURSE GRADE AS SHOWN IN CANVAS. IT IS NOT PROPERLY WEIGHTED. Use the [grade calculator excel file](#) to calculate your grade.

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Students are required to be versed in the full Academic Honor Code. Additional violations of the honor code include:

- Knowingly or unknowingly cheating on any graded item. **As such, you are expected to keep your papers well covered during in-class assignments/exams/quizzes.**
- Signing another student into class.
- Sharing your presentation evaluation with a student who arrives late or misses class. Using AI to write or assist with your presentation evaluation.

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

By remaining enrolled in this class, you agree to the contents of this syllabus. As confirmation that you have read the entire content of this document, please upload to the Canvas Syllabus Assignment a picture of your favorite food by 5 pm on August 28.

OTHER IMPORTANT INFORMATION

Grade Issues: Grades will only be changed in cases of **mathematical error**. If you believe a grade is incorrect, submit a **written appeal** within **two class periods** of receiving the assignment or test. **Verbal complaints will not be considered**. All appeals will be reviewed fairly, but a change is not guaranteed. Final grade cutoffs are **strictly enforced** to ensure fairness. Grades posted online are for convenience; **official grades are recorded in my spreadsheet**.

Student-Faculty Expectations Agreement: At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The [Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Class Recordings: Classes will generally **not be recorded**, and **remote attendance is not expected**. However, **student presentations will be recorded** and shared with the presenters. In cases of **institute-approved absences**, recordings may be shared with others for required feedback purposes. Recordings and materials posted on Canvas/DropBox are for **course use only**. Students may **not record, share, or capture content** without explicit permission. Exams may require students to engage the video camera, but those recordings will not be shared with or disclosed to others without consent unless legally permitted.

Class Schedule *Please note, the class schedule and course content are subject to change

Date	Item	Topic	Assignment(s) Due (by start of class)
25-Aug	Intro I	Class intro/Syllabus/Project Overview Watch Project Video	Read syllabus (Due Aug 28 at 5 pm)
27-Aug	About Me Presentations	About Me Presentations Discuss more about project	About Me Presentation
1-Sep	Read Chapters 3 & 4	Buying Behavior and the Buying Process Using Communication Principles to Build Relationships	Product/ Buyer Proposal Date conflicts & Partner Selection
3-Sep	Read Chapters 5 & 6	Adaptive Selling for Relationship Building Prospecting	
8-Sep	Read Chapters 7 & 8	Planning the Sales Call Making the Sales Call	
10-Sep	Role Play 1 A/B Role Play 2 A/B Role Play 3A Role Play 4A	Selling Yourself Adaptive Selling Prospecting SPIN	
15-Sep	Role Play 4B Role Play 5 B/D Project work	SPIN FAB Prospecting Questions; FAB	Bring PC
17-Sep	Role Plays/Possible optional class	<i>Project Workday: FAB with office hours online</i>	Evidence of 1 st contact attempt RP 6 proposed product & retailer
22-Sep	Exam 1	Chapters 3-7; 45 minutes	
24-Sep	Read Chapters 9 & 10	Strengthening the Presentation Responding to Objections	Evidence of 2 nd contact attempt
29-Sep	Role Play 6 A/B Role Play 7 A/B, 8 A	Product demonstration Objection handling	Any Q's from Ch 9 & 10 Project Q's
1-Oct	Project work	Marketing Plan	Project FAB Bring PC
6-Oct	FALL BREAK—NO CLASS		
8-Oct	Role Plays/project work		Evidence of 3 rd contact attempt
13-Oct	Guest Speaker	<i>Libby Goldschmid, Sales Consultant and Trainer</i>	Project Marketing Plan
15-Oct	Project work	Financial Analysis	Bring PC
20-Oct	Read Chapters 11 & 12	Obtaining Commitment Formal Negotiating	
22-Oct	Guest Speaker	<i>Allen Dent, Regional Sales Director, Oracle, Key Elements of a Successful Sales Call</i>	Project Financial Analysis
27-Oct	Role Play 9 A/B/C Role Play 10 A/B Role Play 11 A	Negotiations Closings SPIN/FAB/Objections/Commitment/Negotiation/Closings	
29-Oct	Role Play 11 B Project work	SPIN/FAB/Objections/Commitment/Negotiation/Closings Final Proposal/Presentation Prep/Buyer Summary/Ch Q's	Bring PC
2-Nov	Role Plays	**possible exam 2**	
5-Nov	Role Plays	**possible exam 2**	
10-Nov	Exam 2	<i>Chapters 8-12; 45 minutes</i>	
12-Nov	NO CLASS	Practice presentations	Final, Corrected Project and Buyer Summary by noon
17-Nov	Presentations		Seller Peer evaluations (in class)
19-Nov	Presentations		Seller Peer evaluations (in class)
24-Nov	Presentations		Seller Peer evaluations (in class)
26-Nov	THANKSGIVING—NO CLASS		
1-Dec	Presentations		Seller Peer evaluations (in class)
3-Dec	Presentations		Seller Peer evaluations (in class)
8-Dec	Presentations		Seller Peer evaluations (in class)
11-Dec	OPTIONAL Final Exam	Chapters 3-12; 90 minutes	8 AM ONLINE