

## Building Learning Through Communities, Through Critical Reflection

*It is the responsibility of each student to read and understand this syllabus.*

<b>UNIVERSITY OF DAYTON</b>	<b>FALL 2012</b>
<b>HSS 358</b> <b>Sales and Fundraising in Sports</b>	
<b>Instructor:</b> Dr. Peter Titlebaum	<b>Classroom:</b> Art Street, Studio C
<b>Phone:</b> 229-4222	<b>Class Times:</b> Tuesday & Thursday 9.00-10:15 PM
<b>Office:</b> Frericks 40D	<b>Email:</b> ptitlebaum1@udayton.edu
<b>Office Hours:</b> M/W 2 – 3 PM F by appointment	<b>Homepage:</b> <a href="http://www.udayton.edu/education/profiles/titlebaum_peter.php">http://www.udayton.edu/education/profiles/titlebaum_peter.php</a>  <b>Isidore:</b> <a href="https://isidore.udayton.edu/portal">https://isidore.udayton.edu/portal</a>
<b>Prerequisites:</b> HSS 111	
<b>Textbook:</b> The 800-Pound Gorilla of Sales: How to Dominate Your Market by Bill Guertin, Selling the Invisible by Harry Beckwith & Tipping point by Malcolm Gladwell	

### The Honor Pledge

I understand that as a student of the University of Dayton, I am a member of our academic and social community. I recognize the importance of my education and the value of experiencing life in such an integrated community. I believe that the value of my education and degree is critically dependent upon the academic integrity of the university community, and so in order to maintain our academic integrity, I pledge to:

Complete all assignments and examinations by the guidelines given to me by my instructors; Avoid plagiarism and any other form of misrepresenting someone else's work as my own; Adhere to the Standards of Conduct as outlined in the Academic Honor Code.

In doing this, I hold myself and my community to a higher standard of excellence and set an example for my peers to follow.

### Catalog Description:

Examination and understanding of sales and fundraising techniques, students will gain real experience in developing new skills for the job market.

**Course Objectives:** The student will obtain:

### Knowledge:

1. Demonstrate an understanding of sales and fundraising techniques

2. List the professional publications companies are associated with in:
  - a. Ticketing,
  - b. Fundraising
  - c. Various aspects of sales

**Comprehension:**

1. Trace the processes involved with planning a sales and fundraising project
2. Explain the importance of needs assessments and pre-planning when approaching sales and fundraising

**Application:**

1. Apply research techniques for sales and fundraising
2. Discuss the fact that sales and fundraising carries responsibility and implications in terms of success

**Analysis:**

1. Evaluate classroom speakers
2. Conduct sales and fundraising projects and report on a well run, successful program

**Synthesis:**

1. Improve communication skills through written assignments, oral presentations, class discussions, and on-line collaborations with other students and community members
2. Develop ability to work with others toward the completion of common goals

**Evaluation:**

1. Evaluate the various planning, preparation, and pro-active management techniques relative to sales and fundraising
2. Compare and contrast different methods of sales and fundraising

**Course Topics:**

1. Overview of sales and fundraising
2. Organizational ingredients to sales and fundraising
3. Mobilizing supporters and contributors
4. Working with Others
5. Sales and Salesmanship
6. The Art and Science of Raising Money
7. Successful, Pragmatic Approaches to the Raising of Resources
8. Single Person Cultivations and Profit Centers
9. Establishing Corporate Sponsorship and Business Partnership
10. Special Fundraising Ideas

**Teaching Methods:**

1. Lecture/class discussion
2. Service learning project

3. Sales books
4. Guest speakers

**Provisions for Students with Special Needs:**

Please contact the Office of Learning Resources, Ryan C. Harris Learning Teaching Center (LTC), Room 023, (937) 229-2066 to request academic accommodations due to a disability. If you have a self-identification form from the Office of Learning Resources indicating that you have a disability, which requires accommodation, please present it to the course instructor so we can discuss the accommodations you might need in this course.

**Attendance Policy:**

Students are expected to attend and participate in class discussions and activities. Students who are excused from class meetings or activities are responsible for making arrangements with the professor to make up their work.

- **After 3 missed classes or 3 times coming late to class your grade will drop one letter grade and will keep dropping a letter grade with each recurrence.**

**Academic Dishonesty Policy:**

**Academic integrity is a requirement for passing this course. Plagiarism, whether from print or electronic sources, is a serious violation of University regulations (see University Bulletin, p. 66).**

**Sales Student Evaluation Criteria (Basis for grading):**

	<b>Final Grade</b>	<b>Points</b>
Sales Paper- Homework	10%	100
Sales Presentation	10%	100
Test on Student Sales Presentations	10%	100
Sales Paper/Sales	30%	300
Test on Book, Speakers, Movie	10%	100
6-Sales Reports	10%	100
4-Reflection Papers	10%	100
Video Sales Pitch/Cutco work	10%	100
<b>TOTAL</b>	<b>100%</b>	<b>1000</b>

1. Everything **MUST BE TYPED**, failure to do so will result in a loss of 50% on assignments
2. Make-ups will not be given, and all materials handed in late will be subject to a penalty of 50% of points for each class assignment is overdue.
3. Exception to General Rule: In the case of documented illness or personal emergency.

A	Excellent	94-100%	4.0000
A-		90-93%	3.6667
B+		87-89%	3.3333
B	Good	84-86%	3.0000
B-		80-83%	2.6667
C+		77-79%	2.3333
C	Fair	74-76%	2.0000
C-		70-73%	1.6667
D	Poor	60-69%	1.0000
F	Fail	<60%	0.0000

## **ASSIGNMENTS**

### **Presentation:**

You will have a 20 minute presentation in which you will do training on sales techniques for your classmates. This will be based on a CD/DVD program that you chose. You will be sharing with the class what you want the students to gain from the CD/DVD and how the information presented can help them succeed in the class and increase overall sales numbers. You are required do have a-2 page set of notes based on your PowerPoint that will become a handout for the class to study with.

### **Test on Presentations**

Each one in the class will give a presentation and the notes that they use will serve as the content for the test. If you raise your \$1,200 by the date of this test you will not be required to take the test.

### **Video Sales Pitch**

Each student will give two sales demos for Cutto that will be evaluated by the company.

### **Sales Reports:**

The purpose of the sales reports are is two-fold. One, by creating and maintaining an excel workbook of sales prospects you will be forced to stay up to date with the project. Two, in the sales industry people live and die by their prospect lists and sales reports; you will gain an understanding of the importance of this skill through this assignment.

By week three of the class, you are to have a list of at least ten prospects to approach about either purchasing a product, donating to the Schleppe Career Enhancement Fund or in some other way contributing to your \$1,200 sales goal. You will be required to create an excel spreadsheet through which you will track your prospects and develop new leads. The spreadsheet should be easy to read, be color coded to alert the observer the status of all your prospects and include dates and times that you contacted each individual on these sheets.

You will see the dates that the seven reports are required to be submit to Dr. Titlebaum on the class calendar. These reports will be graded. Students will be selected at random to share their sales reports with the class. Sharing your reports with the class will allow you to see the progress of your peers and to share “best practices” on how to make the sales.

**Sales Paper:** The goal of this elective class is for each student to sell \$1,200, worth of product or services. We will do this a few ways. We have products that we can sell made by Cutto. Sales aren’t easy to make, and this will take you out of your comfort zone. However, I offer a major incentive to hit your target. Those who sell your \$1,200 DO NOT have to write a 20-page paper in APA format. You may choose to write the paper without even attempting to sell; however, this is not the point of the class. Just selling a percentage of the \$1,000 will reduce the number of essay pages required (see following table).

Students have more than just selling products to add to their sales numbers. Example if you get an Alumni/other person to make a donation to the John R. Schleppe Sport Management Career Enhancement Fund, for whatever amount is given you will be credited with that total. Get something for the auction that takes place at 5K race and/or object goes for will be created with that amount. We will have raffle tickets, T-shirts and runners for the race, ESPN the Magazine and more!

Sales	Points	Pages
Under \$200	0	
\$200	20	20
\$250	30	19
\$300	40	18
\$350	50	17
\$400	60	16
\$450	75	15
\$500	90	14
\$550	105	13
\$600	120	12
\$650	135	11
\$700	150	10
\$750	165	9
\$800	180	8
\$850	195	7
\$900	210	6
\$950	225	5
\$1000	240	4
\$1050	255	3
\$1100	270	2
\$1150	285	1
\$1,200	300	0