

# **KU-Journalism 611 Sales Strategies**

**Spring Semester 2016**

**Room 204 Mondays 2:30-5:00pm**

**Instructor:** Michael Vrabac  
**Office Hours:** Monday 1:30-2:30pm, 5-5:30pm or by appointment  
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Sales strategy plays an important role in the growth of new and traditional media and the use of new technology to sell these products is becoming more complex. Therefore the ability of talented people who can provide smart business solutions by connecting the value of their business to potential customers will always be in demand and that means jobs and great careers.

This class will provide information and skills that will open doors in an exciting careers and introduce you to a wide variety of business professionals. There are so many communication and entertainment options and more are on the way. This fierce competition will always lead to creating value for the customer.

Creating sales strategies takes a lot of hard work but it can be fun and financially rewarding. Sales will always require business development, management of customer relations, closing, maximizing revenue, providing value and creating a plan and then working it. These are just some of the skills you will be exposed to in this class.

The class will be interactive and provide experiential learning.

**Tell me and I will forget. Teach me and I will remember. Involve me and I will learn.**

*Ben Franklin*

## **Monday January 25, Week 1**

It all starts with Attitude

First Impressions-video: 90 seconds

“To Sell is Human” video-discussion

Review expectations, syllabus, media experience, grading & policies, distribute books

Take away

## **Monday February 1, Week 2**

Harvey Mackay, Jeffrey Gitomer, discussion

\*Presentation skills

Assign Media Partners

Takeaway

**Monday February 8, Week 3**

Harvey Mackay, Jeffrey Gitomer, discussion

\*Questioning Skills- Ask the right questions so that you get the answers you need

\*Setting an Appointment

Takeaway

**Monday February 15, Week 4**

Harvey Mackay, Jeffrey Gitomer, discussion

Guest – Tom Mulligan, Coffman Group

\*Listening Skills: We should listen to learn, not to reply

Takeaway

Quiz #1

**Monday February 22, Week 5**

Harvey Mackay, Jeffrey Gitomer, discussion

\*Building Relationships

2x Book Reviews

Takeaway

**Monday February 29, Week 6**

Harvey Mackay, Jeffrey Gitomer, discussion

\*Creativity-Ideas Sell

2x Book Review Presentations

Takeaway

How am I doing? Survey

**Monday March 7, Week 7**

Harvey Mackay, Jeffrey Gitomer, discussion

Guest— Brian Allers – Vice President, Marketing for TVB

\*Customer Service

2x Book Review Presentations

Takeaway

**Monday March 14, Spring Break, No Class**

**Monday March 21, Week 9**

Harvey Mackay, Jeffrey Gitomer, discussion

Guest-Alyssa Murfey, VML

\*The Pipeline, Business Development

2x Book Review Presentations

Takeaway

Quiz #2

**Monday March 28, Week 10**

Harvey Mackay, Jeffrey Gitomer, discussion  
\*Closing the sale  
2x Book Review Presentations  
Takeaway

**Monday April 4, Week 11**

Harvey Mackay, Jeffrey Gitomer, discussion  
Guest- Lisa McLendon, Coordinator, Bremner Editing Center  
\*Prioritizing/Planning/Time management  
\*Writing Skills  
2x Book Review Presentations  
Takeaway

**Monday April 11, Week 12**

Harvey Mackay, Jeffrey Gitomer, discussion  
\*Handling Objections  
\* Leadership  
2x Book Review Presentations  
Takeaway  
Quiz #3

**Monday April 18, Week 13**

Harvey Mackay, Jeffrey Gitomer, discussion  
Business Partner Presentations  
Takeaway

**Monday April 25, Week 14**

Harvey Mackay, Jeffrey Gitomer, discussion  
Guest-Coach David Beaty, Head Football Coach, University of Kansas  
\*Handling Objections  
2x Book Reviews  
Takeaway

**Monday May 2, Week 15**

Harvey Mackay, Jeffrey Gitomer, discussion  
\*Business-the numbers and attention to detail  
Takeaway  
Final Quiz #4

\* Denotes Topic for Class discussion

## Grading

Book presentations	15
Media assignment and presentation	28
Quizzes (4x)	52, 13 ea.
Attendance	5
	100%

A 94-100, A-90-93, B+ 86-89, B 83-85, B-80-82, C+ 76-79, C 73-75, C-70-72, D+66-69, D 63-65, D-60-62, F-Below 60

## Policies

### Textbook

There is no assigned textbook, however you will be asked to read a business/sales related book and follow up with a presentation to the class. Please use a power point or Prezi presentation using the presentation skills reviewed in class. Presentation time 7-10 minutes, your grade will be based on the "Rubric for Book Review," see attached. Preparation is important so make sure you've practiced to keep your presentation within the 7-10 minutes allotted. It's also important that the entire class is listening and watching the presentation, which means all electronic equipment is closed. Books are provided for each student at no charge if they are returned in good condition. If the student would like to retain the book they will pay Mr. Vrabac the current "Amazon Price" of the book. If the book is lost or returned in poor condition the student will also pay the "Amazon Price" of the book.

### Digital Publications

Each week you will be required to read the E-Newsletter of Harvey Mackay and Jeffery Gitomer and be prepared to discuss in class. You can sign up for the weekly e-notifications or go directly to their websites at [www.harveymackay.com](http://www.harveymackay.com) "This Week's Column" and [www.gitomer.com](http://www.gitomer.com) "This Weeks Sales Moves." The columns are published every Thursday.

Business Partners- Each of you will pair with a class member and spend a morning or afternoon with an assigned business listed below. You can submit your preferences from the various companies by Friday January 29<sup>th</sup> however I reserve the right to make the final assignments based on even distribution of student participation.

- Sports Marketing- Jason Booker, Senior Director Corporate Partnerships and Broadcast Sales, Kansas City Royals
- Digital- John Karpinski, Regional Sales Manager, Pandora
- Entertainment & Travel-Traci Dixon, Marketing Communications, Explore Lawrence, Convention and Visitors Bureau of Lawrence.
- Newspaper-Michelle Harris, Local Business Manager, Kansas City Star
- Radio-810Sports WHB, Chad Boeger, President, Union Broadcasting

- Research & Marketing, Sarah Sampson, Associate Director, Service Management Group
- Marketing-David Johnston, Vice President for Marketing and Internet Services KU Alumni Association
- PR-Laurie Roberts, Chief Operating Officer, Parris Communications

Once you have completed your visit you will develop a presentation about the business, its value proposition and sales process and present to the class. Your grade will be based on the “Rubric for Media Presentation.”

Quiz- There will be four quizzes given throughout the semester. Questions will be from material covered in class.

Attendance-is required, similar to a business environment. If for some reason you are not able to attend you can secure the material covered from your presentation “partner.” No different than in business, prompt attendance is a class requirement. Unexcused absences will affect your grade.

Your attitude and engagement will play an important role in this class and eventually in your professional success. It is critical the way you approach your peers and customers.

Electronic devices- new communication technology has an important role in sales strategy. In this class we will be showcasing and using different devices for the purpose of information exchange however personal use is not acceptable except for emergencies. Please refrain from using these devices for personal use or you will be asked to “check them at the door.”

I will not offer “make up” work for missed tests and assignments.

### **Policy on Plagiarism and Fabrication/Falsification -- Adopted May 7, 2004:**

In this class, and in all journalism classes, honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you’ll fail the course, and you may be expelled from or denied admission to the School of Journalism.

Here is the journalism school’s official policy statement:

“The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence.

“In this course, the penalty for plagiarism, fabrication or falsification is a failing grade for the semester. Additional penalties can include expulsion from the School of Journalism. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of this course.”

The KU University Senate defines plagiarism as “knowingly presenting the work of another as one’s own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.” The University defines fabrication and falsification as “unauthorized alteration or invention of any information or citation in an academic exercise.”

Here’s some clarification:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is cheating. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).
- Plagiarism is stealing. You take someone else’s ideas, thoughts, or words, and you present them as your own original work. This includes taking ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person’s ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past interviews or research from previous J101 students and presenting it as your own falls into the category of plagiarism.
- Fabrication and falsification mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don’t do it.

We will discuss these issues further in class. If you have any questions, contact the professors or teaching assistants.

## **Original work**

The expectation when you come to this class is that you’ve come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class

must be original. That means no “recycling” of assignments or papers from other classes, in the j-school or outside the j-school. Don’t recycle old high school assignments. Don’t recycle research papers, news stories, marketing plans, etc. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you can’t revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you can’t modify that and submit it to your professors.

I assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

## **Student Access Services**

The Academic Achievement and Access Center (AAAC) coordinates academic accommodations and services for all eligible KU students with disabilities. If you have a disability for which you wish to request accommodations and have not contacted the AAAC, please do so as soon as possible. They are located in 22 Strong Hall and can be reached at 785-864-4064 (V/TTY). Information about their services can be found at <http://www.disability.ku.edu>. Please contact me privately in regard to your needs in this course.

## **Journalism School Policy on Classroom Attendance:**

"No student may add a journalism class after the 20th day of a semester.

"Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

"The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting."

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to the office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.

"Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

## **Diversity**

In this class, it is important that you feel comfortable expressing ideas and opinions. I welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

### **Inclement Weather**

In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether snow or icy conditions have canceled classes, call 864-7669 (864-SNOW).

### **Copying or Recording of Classroom Lectures**

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to audio tape lectures, on the condition that these audio tapes are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.



