



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

**Syllabus**  
**Bryan School of Business and Economics**  
**Department of Marketing, Entrepreneurship, Hospitality, and Tourism**  
**Marketing/Entrepreneurship 427.01 – Personal Selling Internship**

**INSTRUCTOR:** Dr. James S. Boles, Professor and Department Chair, 441 Bryan Building, 336-334-4413, jsboles@uncg.edu. My cell number is 336-580-8763.

**PREREQUISITES/COREQUISITES:** Marketing Major with completion of Marketing 320, and Cumulative GPA of 2.75 or higher at the time of registration, **and/or permission of instructor.**

Book: ISBN-13: 978-0070522350 or  
ISBN-10: 9780070522350

I would buy the paperback since it is less expensive.

*SPIN Selling Fieldbook* 1996; by Neil Rackham. McGraw Hill

Time Requirements: Minimum of 100 hours planned work experience in a marketing firm or the marketing department of a business/organization. Instructor must approve internship in advance.

**STUDENT LEARNING OUTCOMES:** Upon successful completion of this course, students will be able to:

1. Work in a professional selling environment and understand basic social/workplace skills and standards of conduct.
2. Describe and analyze the sales strategy of the host organization.
3. Apply marketing concepts in assisting others in the organization's sales effort, thereby gaining first-hand experience in how marketing organizations/departments operate and what sales professionals do on a day-to-day basis.
4. Carry out work in a group-focused selling environment.
5. Take responsibility for completing a project or part of a project, whether working individually or taking responsibility for a group's work.

**TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:** This is an online course. **Students need to have an internship with an acceptable firm prior to taking the class. The instructor does not find internships for students!**

The instructor will work with the host organization and the student to establish a mutually agreeable work plan. The course will require a minimum of 100 work hours at the organization. The student must have an assigned supervisor on site with whom the student will communicate regularly. The student will also complete periodic reports to send to the instructor and will communicate with the instructor through online video conferences.

### **EVALUATION AND GRADING:**

The student will complete:

1. A written evaluation of the host organization's selling strategy. This can be included in your final report summarizing your work for the organization.
2. Periodic reports to the instructor on the work the student is performing and what the student is learning. These can be done by phone or simply emailed to the instructor in an email detailing what you are doing and learning. Once every month is sufficient.
3. Periodic video/audio/in person conferences with the instructor *as needed*. If things are not going well, I need to know.
4. A final report summarizing the student's work for the organization. Where permitted and appropriate, the final report will contain the student's final work product.
5. Student will complete the SPIN Selling Fieldbook (all exercises).

The supervisor in the host organization will complete a final evaluation of the student's performance, which will include suggestions for improvement.

Based on all this information, the instructor will assign a grade of Pass or No Pass.

### **REQUIRED TEXTS/READINGS/REFERENCES:**

There are no other required texts. There may be required videos, books, and associated fees if the proposed internship does not provide adequate exposure to professional sales.

### **TOPICAL OUTLINE/CALENDAR:**

1. Upon registration for the course, the student will have to prepare an up-to-date resume. Student will formally begin the internship.
2. Student will complete weekly reports on hours worked and work performed.
3. The student will participate in online conversations with the instructor about his/her work and progress.
4. Upon completion of the internship, the student will submit a written report summarizing the work performed and the lessons learned/skills developed during the internship.

5. The instructor will ask the internship supervisor to submit an evaluation of the student's work and performance.

**ADDITIONAL REQUIREMENTS:** Attendance on the job site, compliance with the host organization's rules and regulations, and submission of reports/papers on time are basic expectations for each intern.

Any additional readings or writing assignments given by the advising professor (Dr. James Boles) that in his opinion are necessary to validate the value of the internship.

**ACADEMIC INTEGRITY POLICY:** Students will sign the Academic Integrity Policy on all major work submitted for the course.

**You can find the University's Academic Integrity Policy at:**

<http://academicintegrity.uncg.edu/>

**ATTENDANCE POLICY:** The student and the instructor will document the hours of work completed at the internship site.

**E-mail:** I will communicate frequently with you via e-mail. I use Canvas to do this, and that system uses your UNCG e-mail address.

**\*\*\*\*\* It is important that you check your UNCG account daily during the semester.\*\*\***

**FINAL EXAMINATION:** The final paper will serve as the final exam.

**Faculty – Student Guidelines:**

The Bryan School has adopted a set of faculty and student guidelines. I hope you will read and consider these. They are available at:

[www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

**Disability Services:**

UNCG seeks to comply fully with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. Students requesting accommodations based on a disability must register with the Office of Disability Services in 215 Elliott University Center, 334-5440, [www.uncg.edu/ods](http://www.uncg.edu/ods).