

College Credit



Purpose & Values

At The Southwestern Family of Companies, our mission is to be the best organization in the world at helping people develop the skills and character they need to achieve their goals in life. As part of that pursuit, we believe in:

- 1. An uncompromising commitment to operating with integrity and doing what we say we're going to do*
- 2. Leading by example because you can't teach what you don't know and you can't lead where you won't go*
- 3. Setting goals, using positive self-talk and never limiting ourselves in what we can accomplish*
- 4. The power of serving others*
- 5. Giving with little regard for what we might get back*
- 6. Being coachable and in continual and never-ending personal and professional growth*
- 7. Seeing people not just as who they are but also for who they can become*
- 8. The power of an entrepreneurial spirit and in helping people reach their ultimate potential*
- 9. Taking action and operating with a sense of urgency*
- 10. Being good stewards of our resources and being accountable to our partners for our results*
- 11. Focusing on what is right and not who is right*
- 12. The power of faith and believing we are strong enough to overcome any obstacle*
- 13. Choosing a great attitude and always finding a way instead of an excuse*
- 14. Being customer-focused, service-minded and in doing the right thing for our customers and team members, we are blessed by the efforts of those before us and we want to pay it forward*
- 15. Self-discipline and that successful people form the habit of doing the things they know they should be doing, and becoming the best version of themselves*
- 16. Working to recognize others over seeking recognition for ourselves; we help people feel valued*
- 17. Having an intentional focus on sales and that each person is responsible for the growth of the company*
- 18. Using principles to guide our decision-making*
- 19. Developing a lasting relationship with our team and in treating team members like family members*
- 20. Most of all, we believe in building people. We know that we are not what is important, but what we do is important. We take pride in being the best in the world at recruiting, training and motivating elite sales forces. We carry a special reverence for our heritage of those who came before us and we work with intentional responsibility for those who will come after us. We believe in the power of legacy, the power of shared ownership and we never take for granted what we have here as a Family of Companies. We help people achieve their goals in life. We build character. We build people—and we truly believe we can change the world.*

College Credit Facts & FAQs

***You must contact your advisor
and verify the credit will transfer***

- The College Credit is through Trevecca Nazarene University in Nashville, TN
 - Accredited by the Commission on Colleges of the Southern Association of Colleges
 - Awards Bachelor's and Master's degrees
- **Due Dates**
 - Essay assignment due October 1
 - Credit is only good for year earned (Fall Course)
- **Fees**
 - \$30 non-refundable registration fee
 - \$300 tuition fee charged to your account at Check-Out
- **Grade criteria**
 - Essay 35%
 - Sales School 25%
 - Sales Production 25%
 - Personal Statement 10%
 - Manager Evaluation 5%

CAN I TAKE MORE THAN ONE COURSE?

- **First year dealer:** No, only course 3150.
- **Experienced dealer:** Yes, but only the courses that correspond with the number of summers. Must take 3150 first. Each course is a separate fee for registration and tuition.

HOW DO I GET MY TRANSCRIPT?

- Contact Trevecca in mid-January.
- trevecca.edu/offices-services/the-office-of-academic-records
- **PLEASE NOTE:** Transcripts can only be mailed if requested by you in writing. You may submit a letter of request bearing your signature to the Academic Records Office, Trevecca Nazarene University, Nashville, TN 37210-2877.

CONTACT AT SOUTHWESTERN ADVANTAGE:

- Trey Campbell: 615-391-2801, tcampbell@southwestern.com

CHECKLIST: Items to Turn In

1. Application of Admission & Registration—*Check-Out in Nashville*
2. Course Information Sheet—*October 1*
3. Essay—*October 1*
4. Personal Statement—*October 1*

College Credit

Sales Courses offered by Trevecca Nazarene University in cooperation with Southwestern Advantage

FIRST SUMMER—Sales Fundamentals - MKT or COM 3150 - 3 Semester Hours

Introduces the basic principles of sales success, sales theory, sales techniques, and sales role playing. The course applies communication theory and principles to the sales situation. The history and philosophy of Southwestern Advantage as an example of a successful sales organization will be presented.

SECOND SUMMER—Sales Management - MKT or COM 3200 - 3 Semester Hours

This course concentrates on the leadership of the sales force. Major concerns are planning and organizing of the sales process, motivation and goal setting, and analysis and evaluation. This course attempts to build on the student's experience in personal selling by adding leadership understanding and skill.

THIRD SUMMER—Seminar: Sales Training - MKT or COM 3210 - 3 Semester Hours

A study is made of the most effective ways of training salespersons. The student is taught the responsibilities of a sales trainer and fulfills this role through interaction with a sales training program. This advanced course in sales training is intended for students with a relatively strong background in sales training and leadership. The focus of the course is an inquiry into the most effective ways of training and guiding salespersons and increasing their performance. The general perspective of the course is best suited for organization or district managers.

Inquiries should be directed to:

Trey Campbell
Southwestern Advantage
2451 Atrium Way
Nashville, TN 37214
Phone: 615-391-2801
E-mail: tcampbell@southwestern.com

Dean James T. Hiatt
School of Business
Trevecca Nazarene University
333 Murfreesboro Road
Nashville, TN 37210-2877
E-mail: JHiatt@Trevecca.edu

***DUE DATE FOR COLLEGE CREDIT
IS OCTOBER 1ST***

College Credit

Special Notes About the College Credit Program

1. **COLLEGE OFFERING CREDIT: Trevecca Nazarene University**, Nashville, TN 37210-2877, (615) 248-1256. Trevecca Nazarene University is accredited by the Commission on Colleges of the Southern Association of Colleges & Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; 404-679-4500) toward associate, bachelor, master and doctoral degrees. Membership in one of the six regional accrediting associations in the United States indicates that the University has been carefully evaluated and found to meet standards agreed upon by qualified educators.
2. In order to enroll in the college credit program, there is a \$30 non-refundable application fee.
3. To receive credit you must clear your account with Southwestern Advantage.
4. When you have completed your summer in the Southwestern Advantage Program and are checking out, the \$300 tuition fee will be charged to your account.
5. **Trevecca will have transcripts available for your requests by January 31** after awarding of the final grade. Your transcript of Trevecca Nazarene University credit will be mailed to the address provided by your written personal request. **PLEASE NOTE: Transcripts can only be mailed if requested by you in writing. You may submit a letter of request bearing your signature to the Academic Records Office, Trevecca Nazarene University, Nashville, TN 37210-2877.**
6. College credit can only be granted within the academic calendar year in which it was earned. **WORK MUST BE COMPLETED & TURNED IN BY OCTOBER 1. No papers will be accepted after October 15 with 1 point being deducted per day late.**
7. Credit received is undergraduate credit.
8. Southwestern Advantage reserves the right to withhold payment of \$300 tuition to Trevecca Nazarene University if account balance is outstanding.
9. All grades will be letter grades based on your participation and course evaluation criteria described in the course syllabus.
10. **You may wish to check with your college academic advisor before paying the tuition fee to see if they will accept your transfer credit** since fees are non-refundable after they are sent to Trevecca. Even if your school should decide not to let you use the credit as an elective, it will be impressive on a resume or in your personal file to show that you took the time to earn credit hours in sales from an institution of higher learning other than your own alma mater.
11. **DROP POLICY:** If you decide by checkout not to complete the class you registered for, you may inform Southwestern Advantage, prior to, or during, your checkout in Nashville, Tennessee. Upon receiving notice from you not to charge the \$300 tuition, you will automatically be dropped from the course. If you do not inform the company of your decision to drop the class, **your account will be debited the tuition cost of \$300 which will be paid to Trevecca Nazarene University on your behalf. Once paid to Trevecca, the tuition is non-refundable!**

If, after checkout but prior to October 1, you find that you will be unable to complete the course requirements in a timely manner, you may request to withdraw from the class without a grade. All such requests should be emailed by October 1, and sent to Trey Campbell/College Credit Program. No tuition will be refunded for such requests. After October 1, all students registered for the course, who have not previously withdrawn, will receive grades.

College Credit

Course Evaluation

Your grade will be determined by the following criteria:

1. Attendance and participation in Sales School. This totals over 50 hours of classroom and supervised study.
2. Completion of the personal statement (self-motivation) form to be submitted with essay.
3. Overall evaluation and recommendation by your Sales Manager (not related to the dealer). The evaluation form will be presented to your Sales Manager and returned to Trevecca Nazarene University.
4. The essay assignment (1,000 words minimum, typed, double spaced) must be completed and returned to Southwestern Advantage by October 1. **One point will be deducted per day the paper is late after October 1. No papers will be accepted after October 15.**
5. Your sales performance in the field following Sales School. (See schedule on the following page.)

The final grade assignment will be determined by the instructor at Trevecca Nazarene University and specific documentation will be available to you by **request in writing**.

Trevecca Nazarene University has reviewed, participated in, and evaluated the Sales Training Program provided by Southwestern Advantage and considers it to be a quality educational program.

In the past, students who have received good grades have followed these guidelines, including writing and submitting the essay and required forms by their deadlines.

Production Point Schedule

First Year Dealers

Units	Points
1-50	5
51-100	6
101-150	7
151-200	8
201-250	9
251-300	10
301-400	11
401-500	12
501-600	13
601-700	14
701-800	15
801-900	16
901-1050	17
1051-1200	18
1201-1350	19
1351-1500	20
1501-1650	21
1651-1800	22
1801-2000	23
2001-2200	24
Over 2200	25

Experienced Dealers

Units	Points
1-100	5
101-200	6
201-300	7
301-400	8
401-500	9
501-600	10
601-750	11
751-900	12
901-1050	13
1051-1200	14
1201-1350	15
1351-1500	16
1501-1650	17
1651-1800	18
1801-2000	19
2001-2250	20
2251-2450	21
2451-2700	22
2701-3000	23
3001-3300	24
Over 3300	25

Course Evaluation Scale

Area	Weight	Max. Points
Sales School	25%	25
Paper	35%	35
Evaluation	5%	5
Production	25%	25
Personal Statement	10%	10
Total	100%	100

Final Grades

97-100 Points	A+
92-96 Points	A
89-91 Points	A-
86-88 Points	B+
82-85 Points	B
79-81 Points	B-

76-78 Points	C+
70-75 Points	C
67-69 Points	C-
65-66 Points	D+
60-64 Points	D
57-59 Points	D-
- 57 Points	F

College Credit

Names and Descriptions of Topics Taught in Sales School

History and Philosophy of the Company

A discussion of the 150+ year history of Southwestern Advantage and the company's commitment to provide high quality books to the consumer, build character in young people, and teach success oriented principles.

What is a Salesman? What is Salesmanship?

Salesmanship is the art of communication. True salesmanship is performing a service to other people.

Why Learn a Prepared Sales Talk?

A discussion of the planned presentation and why it is the most effective presentation - knowing what you will say gives you confidence, allows you to always present the most important features of the product and saves time for you and your customer.

What and How to Study During Sales School

A discussion of proper methods of study for the most efficient use of time and maximum benefits of Sales School classes. Good preparation is the key to good results.

How to Take Notes

A brief topic designed to familiarize dealers with good note taking techniques and acquaint them with pages provided in their record book for taking notes of Sales School teaching for future reference.

The Importance of Schedule and Goals

The relationship between schedule, goal-oriented behavior, and success in any undertaking is discussed, along with examples of schedules that have proven successful for other dealers.

How to Record Calls, Demonstrations and Sales

Students are taught the importance of recording calls, demonstrations, and sales so they can see the correlation between the three and evaluate and improve their performance.

Business Management

A discussion of the basics of record-keeping, administration and management of individual accounts. This topic includes teaching one how to fill out customer orders and how to handle the Notice of Cancellation on the back of the order. Also, ordering, shipping and receiving books, and cash management are covered.

Positive Mental Attitude

Dealers are taught the importance of a positive mental attitude for their success. They learn how to face and overcome discouragement, the fear of rejection, and failure associated with sales. Much attention is given to success resulting from a service-oriented presentation given with enthusiasm.

College Credit

Names and Descriptions of Topics Taught in Sales School

The Approach

A discussion of the approaching principles such as relaxing; introducing self and product; that rejection is not personal; and creating a good first impression. Steps to successful approaching are taught and examples are presented.

The Introduction

Teaches the importance of rapport, how to establish it with a customer, and how to create the right environment for presentation of the product.

The Demonstration

Elements of a good demonstration are covered. Buying signs, importance of questions, customer involvement, and proper demonstration of the product are among the topics covered.

The Close

Subject examines the what, when, why, and how of bringing the customer to a point of deciding to buy or not to buy. It shows that the close should follow a logical progression of ideas that will present the customer with enough information to make a decision about the product's merit for the family.

Answering Objections

This topic presents the different types of objections that may arise, possible answers to them, and how to show different aspects of the product when objections are due to a lack of understanding or information about the product.

Collecting Deposits

Teaches the importance and proper methods of collecting down payments with each order. Examples are given of different situations that might arise and proper steps to follow for good deposits and solidification of sales.

Suggestions On Working the Sales Locality

Suggestions are given as to successful ways to divide and work a sales locality depending upon individual modes of transportation and whether the locality is urban or rural.

Callback List and Selling Techniques

A discussion of the best prospective customers (callback list) a dealer may have missed between 8:00 a.m. and 5:00 p.m. who should be called on in the early evening hours. Example: Families who were not home earlier because both parents work.

Pre-Approach

A discussion of the process of getting information in advance about potential customers so the dealer can determine if they have a need for the product, and which products are appropriate to the potential customer's situation.

Written Personal Statement

Self-motivation is one of the most important attributes of success in life, and particularly in entrepreneurship and sales. Comparing your state of awareness now to what it was when you attended Sales School, write approximately 300 words summarizing what you learned about self-motivation this summer that you will carry with you into the future. Include this with a separate document from your essay.

This essay should be turned in with your paper.

* ***BE SURE TO INCLUDE YOUR NAME AND THE COURSE NAME AT THE TOP OF THE ESSAY AND PERSONAL STATEMENT.***

MKT or COM

3150 SEMINAR: SALES FUNDAMENTALS

Syllabus

3 Semester Hours

Rationale:

Sales and the “selling process” are an intricate part of our society both socially and economically. An understanding of personal selling theory and skill is vital in a marketing-oriented economy. In a sense, everyone is a salesperson on some level and can benefit from basic sales training.

Purpose:

This course examines the basics of personal selling and the essentials of sales theory and sales techniques. The focus is on the role of selling, opportunities in sales, psychology of selling, and the sales process itself.

Format:

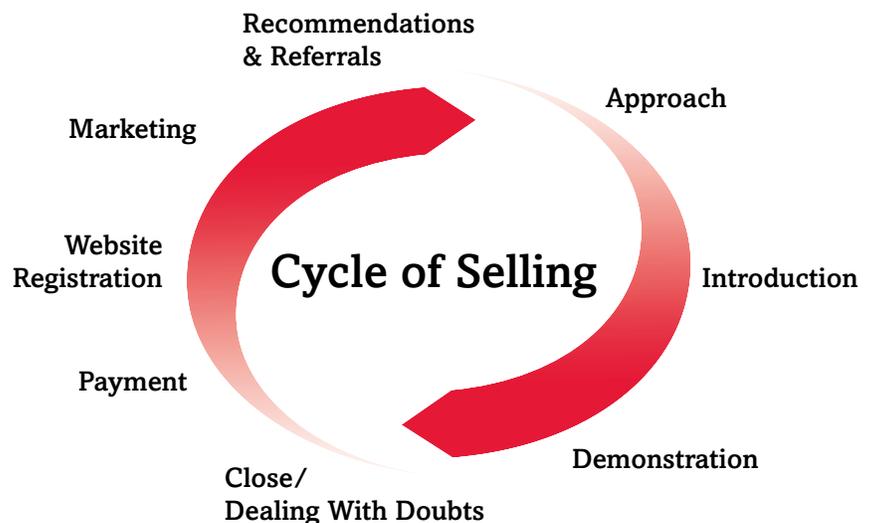
The course will consist of lecture, role play, group discussion, and actual field experience. The classroom instruction will consist of attendance at the week long training meetings (50 hours of instruction) using mass lecture and role play, as well as twelve two-hour seminars throughout the summer. There will also be time for group discussions and recitation in small team meetings.

Assignments and Evaluation:

Your evaluation will be based on the following factors:

- Attendance during the lecture sessions and group meetings
- Leader’s evaluation and recommendation
(to be submitted by Southwestern Advantage Sales Manager)
- Written personal statement on self-motivation
- Sales performance/in the field experience
- Essay

The final essay assignment is described in this section and the page following.



3150 SEMINAR: SALES FUNDAMENTALS
Essay Assignment Instructions

Name: _____ Account # _____

E-mail address: _____

Address: _____

(Where you wish to receive your grade report)

City: _____ State: _____ Zip: _____

SSN: _____

Sales Manager's Name: _____

ASSIGNMENT:

PART I:

The following model of the Cycle of Selling indicates the major steps involved in the selling process. Based on your sales training and summer sales experience, write an essay (1,000 words **minimum**, typed, double-spaced) which discusses in some detail each of the seven steps.

The total assignment is worth 35 points allocated across the seven components as follows: Pre-Approach – **5** points; Approach – **6** points; Introduction – **6** points; Demonstration – **4** points; Close – **5** points; Answering Objections – **4** points; and Cash Collection – **5** points. In addition to reflecting on your training and experience you may also want to consult your Southwestern Advantage Sales Manual as you develop your essay. Note: The objective of this assignment is for you to communicate to the essay evaluator that you understand both basic sales theory as well as its practical application; therefore, please make sure each component section defines the component (What is it?), explains its purposes and functions (Why is it done?) and describes how it is successfully accomplished (How is it done?).

PART II: Personal Statement

This form and the personal statement form **MUST** be completed as a part of the course requirements. **It is YOUR responsibility to submit all written work and evaluation forms to:**

College Credit Program
Southwestern Advantage Marketing Department
PO Box 305140
Nashville, TN 37230

or

tcampbell@southwestern.com

MKT or COM

3200 SALES MANAGEMENT

Syllabus

3 Semester Hours

Rationale:

With the increasing number of individuals involved in the selling process in our society, there is an increasing demand for effective sales management. The knowledge and skill required of sales leaders exceeds the understanding and ability involved in basic selling.

Purpose:

The focus of this course is on the overall management of the sales process. Major concerns are organization and planning, time and territory management, motivation and goal setting, analysis and cost control, and group presentations. The course attempts to build on a basic understanding of the sales process by adding management understanding and skill.

Format:

The classroom instruction will consist of attendance at the week long training meetings (50 hours of instruction), as well as, twelve two-hour seminars throughout the summer. It will consist of lecture, role play, group discussion, and group presentations on the part of the student. The instruction will be more experiential in comparison to the prerequisite course but will still involve formal instruction.

Assignments and Evaluation

Your evaluation will be based on the following factors:

- *Attendance during the lecture sessions and group meetings
- *Leader's evaluation and recommendation
(to be submitted by Southwestern Advantage Sales Manager)
- *Written personal statement on self-motivation
- *Sales performance/in the field experience
- *Essay

The final essay assignment is described in the section following.

3200 SALES MANAGEMENT
Essay Assignment Instructions

Name: _____ Account # _____

E-mail address: _____

Address: _____
(Where you wish to receive your grade report)

City: _____ State: _____ Zip: _____

SSN: _____

Sales Manager's Name: _____

ASSIGNMENT:

PART I:

Write an essay (1,000 words minimum, typed, double spaced) which addresses the following issues concerning sales training:

- Define effective sales management.
- Discuss the primary responsibilities of a sales leader including the following: planning, organizing, sales area management, motivation, goal setting, sales analysis and evaluation of sales people.
- What additional selling skills are required in sales management?
- If you had to identify the single most important element in successful sales management, what would you choose and why?
- As a field sales leader, how would you apply situational leadership theory in the following three situations:
 1. A team of first-years who are excited, but inexperienced;
 2. At the second or third week of the summer, the team has a little experience, but wavering commitment levels; and
 3. A team that is mid-way through the summer who know what to do, but are not motivated.

Your essay should discuss these questions and elaborate as much as possible.

PART II: Personal Statement

This form and the personal statement form **MUST** be completed as a part of the course requirements. **It is YOUR responsibility to submit all written work and evaluation forms to:**

College Credit Program
Southwestern Advantage Marketing Department
PO Box 305140
Nashville, TN 37230

or

tcampbell@southwestern.com

MKT or COM

3210 SEMINAR: SALES TRAINING

Syllabus

3 Semester Hours

Rationale:

Sales training has become a specialized area to accommodate the demand for more individuals in the field of personal sales. The responsibilities of the sales trainer go beyond those of the salesperson and require a broader understanding of the sales and marketing area.

Purpose:

A study is made of the most effective way of training salespersons. The student is taught the responsibilities of a Sales Trainer and fulfills this role through role playing and trainer participation. This course will examine the Sales Leader as a trainer. This will be accomplished by studying Southwestern Advantage's mission and their training procedures. The class will come in contact with professional sales managers in order to experience first hand training methods.

Format:

The course will consist of in-depth individual research into the training design of the Southwestern Advantage Sales School as a case study of the training process. The classroom instruction will consist of attendance at the week-long training meetings (50 hours of instruction) and twelve two-hour seminars through out the summer, as well as, planning and design sessions. The student will engage in sales training with designated teams of sales persons.

Assignments and Evaluation:

Your evaluation will be based on the following factors:

- *Attendance during the lecture sessions and group meetings
- *Leader's evaluation and recommendation
(to be submitted by Southwestern Advantage Sales Manager)
- *Written personal statement
- *Sales performance/in the field experience
- *Essay

The final essay assignment is described in the section following.

3210 SEMINAR: SALES TRAINING
Essay Assignment Instructions

Name: _____ Account # _____

E-mail address: _____

Address: _____

(Where you wish to receive your grade report)

City: _____ State: _____ Zip: _____

SSN: _____

Sales Manager's Name: _____

ASSIGNMENT:

PART I:

Write an essay (1000 words minimum typed, double spaced) which addresses the following issues concerning sales training:

- Why are sales training programs important?
- Explain the indispensable content areas that should be included in an effective training program? (Include the cycle of selling, business management, product knowledge, and emotional preparation.)
- Provide a summary of The Southwestern Advantage Training Program and critique its effectiveness.

Your essay should discuss these questions and elaborate as much as possible. Feel free to use Southwestern Advantage Sales School as a case example in your discussion of sales training.

PART II: Personal Statement

This form, essay and the personal statement form **MUST** be completed as a part of the course requirements. **It is YOUR responsibility to submit all written work and evaluation forms to:**

College Credit Program
Southwestern Advantage Marketing Department
PO Box 305140
Nashville, TN 37230

or

tcampbell@southwestern.com

College Credit

Manager Evaluation and Grade Recommendation Form

Please rate _____ from one (1) to ten (10), consider the following items with 1 being the lowest (completely unsatisfactory knowledge, skill, or performance level) and 10 being highest (excellent knowledge, skill, or performance level). In the appropriate box, give an overall rating in these two categories from 1-10.

Sales Fundamentals	Rating 1-10	
1. Overall Professionalism		
2. Knowledge of Company and Product		
3. Knowledge and Working of Sales Area		
4. Basic Sales Presentation		
5. Handling Sales Resistance		
6. Closing Ability		
7. Records Management		
8. Personal Discipline		
9. Ethical and Moral Character		Overall Rating
10. Attendance and work at Sales School and Sunday Meetings		
Sales Management (Questions 11-15 should be completed for Student Manager Only)		
11. Overall Leadership of Team		
12. Ability to Inspire and Motivate Sales Team		
13. Accounting and Records Management		
14. Correspondence with Dealers, Parents, District Manager		Overall Rating
15. Administration of Sunday Meetings		

Should the student receive the full 25 points for participation in Sales School? ___ YES ___ NO

If "No", please suggest the number of points to be awarded: _____

Reasons for awarding less than 25 points for Sales School: _____

Additional Comments: _____

Evaluated by: _____ Date: _____

Sales Manager: _____

TREVECCA NAZARENE UNIVERSITY
ADMISSION & REGISTRATION – SUMMER SALES INTERNSHIP PROGRAM

Southwestern Advantage Administrator: Trey Campbell, 615-391-2801, tcampbell@southwestern.com

(Please Print)

Social Security Number _____ Dealer Account # _____

Name (last, first, middle) _____

Email _____

Address _____

Male _____ Female _____ Date of Birth (M, D, Y) _____ Phone _____

College/university presently enrolled _____, City, State _____

Are you a December graduate? Yes _____ No _____

REGISTRATION RECORD – SOUTHWESTERN ADVANTAGE PROGRAM

What summer is this for you? 1st _____ 2nd _____ 3rd _____ More than 4 _____

District Sales Manager _____

Semester Year Summer/Fall; Year 2022

DEPT	INSTRUCTOR	COURSE #	COURSE TITLE	CREDIT HRS
MKT COM	James T. Hiatt	3150	Sales Fundamentals	3
MKT COM	James T. Hiatt	3200	Sales Management	3
MKT COM	James T. Hiatt	3210	Seminar: Sales Training	3

Circle one: Marketing or Communications

IMPORTANT: This form generates a student's academic file and record at TNU and permits taking of classes. It does not constitute acceptance into a degree program.

NOTICE OF NON-DISCRIMINATORY POLICY AS TO STUDENTS: Trevecca Nazarene University admits students of any race, color, national and ethnic origin to all the rights, privileges, programs and activities generally accorded or made available to the student at the College. It does not discriminate on the basis of sex, race, color, national and ethnic origin in administration of its educational policies, admission policies, employment, scholarship and loan programs, and athletic and other college-administered programs. Trevecca reserves the right to refuse the release of any student's transcript, grade report, or degree for failure to comply with admission requirements or to pay any accounts due at the college.

THIS SECTION MUST BE COMPLETED BY ALL APPLICANTS: I understand that withholding information requested in this application or giving false information may make me ineligible for admission to, or continuation in Trevecca Nazarene University. With this in mind, I certify that the above statements are correct and complete.

Date _____ Signature _____

I hereby authorize Southwestern Advantage to charge my account a \$30 Application Fee for each course taken in 2022 College Credit. I understand that this fee is non-refundable and an additional \$300 per course for 3 semester hours will be charged to my account at my request, upon completion of the necessary requirements. I understand that I am responsible for clearing my Southwestern Advantage account and that the College Credit will not be given until my account and the requirements of the course as outlined in the College Credit manual.

Date _____ Signature _____

For Southwestern Advantage Office Use Only: CHARGE JE

Account #: _____ Name: _____
 Trans. Code 20 Amount: \$30.00 1110-2277-1101000 Description: 2022 College Credit Application Fee
 Trans. Code 20 Amount: \$300.00 1110-2277-1101000 Description: 2022 College Credit Course Fee

Check-in Checklist & Steps

1. Read through the syllabus and information packet. Look over the FAQs
2. Fill out the Enrollment Form
3. Fill out the form(s) for the class(es) you intend to take. First-years must take 3150 first. You will find them on pages 11, 13, or 15.
 - Circle at the top **MKT** or **COM** to select the preference for the course (Marketing or Communications – **must pick one!**)
4. Set up a quick meeting in-person or by phone with Trey Campbell at Check-in to go over questions: 615-391-2801, tcampbell@southwestern.com, or go find him in SW Marketing offices
5. Find out from your Academic Advisor if the course will count as a transfer.
- 6. Essay and Personal Statement due October 1 – NO EXCEPTIONS**
7. \$330 per course charged to your SWA account (\$300 course, \$30 app fee)

