

CURRICULUM GUIDELINES

A: Division: Instruction

Date:

May 1999

**B: Department/ Commerce & Business Admin.
Program Area: Marketing Management**

New Course ☐

Revision

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If Revision, Section(s)
Revised:

C, P

Date Last Revised:

September 1995

C: MARK 150

D:

Personal Selling

E:

3

Subject & Course No.

Descriptive Title

Semester Credits

F: Calendar Description: This course focuses on the theoretical and practical techniques used in selling goods and services. Emphasis is given to developing practical skills in presenting goods and services to prospective buyers. Attention is devoted to the art of persuasion as a life-skill and to the need to develop professional relationships in business.

G: Allocation of Contact Hours to Types of Instruction/Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

Lectures and Seminars

Number of Contact Hours: (per week / semester for each descriptor)

Lecture: 2 Hrs.

In Class Student Presentations: 2 Hr.

Total: 4 Hrs.

Number of Weeks per Semester:

15 Weeks X 4 Hrs per week = 60 Hrs.

H: Course Prerequisites:

Nil

I. Course Corequisites:

Nil

J. Course for which this Course is a Prerequisite:

MARK 410

K. Maximum Class Size:

25

L: PLEASE INDICATE:

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Non-Credit

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College Credit Non-Transfer

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College Credit Transfer:

Requested

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Granted

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SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. apply effective techniques in developing and qualifying sales leads;
2. demonstrate good techniques in sales presentations;
3. demonstrate the ability to deal with objections to advance the sale;
4. demonstrate the ability to close the sale;
5. develop a plan to follow-up and service the sale.

N: Course Content

1. Partnering - building professional relationships.
2. Communication styles.
3. Product strategies - features and benefits.
4. Buyer behaviour.
5. Prospecting and preapproaching.
6. Planning and executing the presentation, including demonstration.
7. Handling objections.
8. Closing the sale.
9. Servicing the sale.
10. Selling ethics.
11. Management of self and employing of technology for increased effectiveness.

O: Methods of Instruction

The course will use a blend of lectures, student presentations and an integrative term project. Role play scenarios will also be used. Self and peer evaluations will be used to supplement instructor evaluation.

P: Textbooks and Materials to be Purchased by Students:

Manning, Reece, et al. Selling Today: Building Quality Partnerships, Latest Canadian Ed.
Prentice Hall.

Q: Means of Assessment

Class participation	10%
Interactive presentations (3)	40%
Term Project	25%
Examination(s)	<u>25%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s)

G. Tibbo

Education Council/Curriculum Committee Representative

Dean/Director

Jim Sator

Registrar

Trish Angus