



**Douglas  
College**

**EFFECTIVE: SEPTEMBER 2002**

## CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **February 2002**

B: Department/ **Commerce & Business Admin.** New Course ☐ Revision ☒ **X**

Program Area: **Marketing Management**

If Revision, Section(s) Revised: **C, P**

Date Last Revised: **1999-05: C,P**  
**September 1995**

C: **MARK 150** D: **Personal Selling** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> 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.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 2 Hrs.</b> <b>In Class Student Presentations: 2 Hr.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites:  Effective September 2002, English 12 with a grade of "C" or better or approved equivalent.	
	<b>I:</b> Course Corequisites:  Nil	
	<b>J:</b> Course for which this Course is a Prerequisite:  <b>MARK 410</b>	
	<b>K:</b> Maximum Class Size:  <b>25</b>	
<b>L:</b> PLEASE INDICATE: <div style="display: flex; align-items: center;"> <input type="checkbox"/> Non-Credit         </div> <div style="display: flex; align-items: center;"> <input checked="" type="checkbox"/> College Credit Non-Transfer         </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <input type="checkbox"/> College Credit Transfer:         </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div>Requested <input type="checkbox"/></div> <div>Granted <input type="checkbox"/></div> </div> <p style="text-align: center; margin-top: 10px;">SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>		

**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.

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Course Designer(s)

G. Tibbo

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Education Council/Curriculum Committee Representative

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Dean/Director

Jim Sator

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Registrar

Trish Angus

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DATE: February 2002