

CLASS NUMBER AND NAME:

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

GBN132C, Administration: Project Management

TEXTS AND MATERIALS:

MKTG, Principles of Marketing: Lamb, Hair, McDaniel: 12th edition, 2019 Cengage: SBN-13: 978-1337407588

CLASS DESCRIPTION:

In today's highly competitive business market, it is essential to have an understanding of marketing and sales. The students will go beyond theory to focus on a practical approach for effectively selling products and services in all markets. The students will take a customer-oriented approach to solving problems and creating solutions in the context of sales.

CLASS OBJECTIVES:

Selling is a fundamental part of not only business but also everyday life. You are called upon to sell all the time – whether it is an idea, product, service, or point of view. This course is designed to teach you about selling and how to sell effectively.

CLASS FORMAT OVERVIEW:

This class is a combination of lecture and student participation.

REQUIREMENTS:

Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION:

Each topic will be discussed thoroughly and will be supplemented with written materials.

ATTENDANCE:

It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

80% attendance is mandatory

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING:

Exams will be given throughout the class.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B).

GRADING POLICIES:

The final grade is computed on:

1. Assignments	75%
2. Attendance and participation	25%

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING
OUTCOMES:

Upon completing this course, the student will be able to:

1. Explain careers, opportunities, and benefits of personal selling
2. Summarize the effect of selling in a marketing economy.
3. Apply theories of buyer motivation in demonstration exercises
4. Create a sample prospecting plan
5. Summarize how to adapt a sales presentation
6. Explain and demonstrate one's product and/or service.
7. Describe the various communication styles.
8. Apply time management techniques to the art of selling.
9. Write steps and goals of a sales presentation
10. Describe the integration of technology into personal selling.
11. Demonstrate when and how to use expansion selling.
12. Develop, use, and demonstrate closing techniques include the trial close.

Salesmanship Class Schedule

Week	Reading Chapters	Internet	Class discussions	Home work
One				
Two				
Three				
Four				
Five				
Six				

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections may be scheduled based on availability and class schedule will be adjusted accordingly.