



**Grande Prairie Regional College**  
**School of Health, Wellness & Career Studies**  
**Department of Business**

COURSE OUTLINE – Fall 2010

**BA 2070 Personal Selling**

**3(3-0-0) UT [45 hours]**

**Instructor** Cibylla Rakestraw

**Phone** Office: 539-2873

**Office** C408

**E-mail** [crakestraw@gprc.ab.ca](mailto:crakestraw@gprc.ab.ca)

Mondays & Wednesdays:

10:00 – 11:30 am

**Office Hours** By appointment at other times,  
or on a drop in basis if I'm free

---

**Prerequisite(s)/corequisite(s):**

BA1090 or the consent of the instructor

**Required Text/Resource Materials:**

Manning, G., Reece, B., Ahearne, M., MacKenzie, H. (2010). *Selling Today; creating customer value (Fifth Canadian Edition)*. Toronto: Prentice Hall

**Description:**

This course is designed to familiarize students with the principles, concepts and terminology of personal selling. Lectures examine the sales process, paying particular attention to developing a relationship approach to the sales transaction. Students will participate in a marketing project that will allow them to experience the process of prospecting, presenting and closing the sale.

**Credit/Contact Hours:**

BA 2070 consists of two 80 minute classes weekly.

**Delivery Mode(s):**

Instructional methods will include lectures, guest presentations, media presentations, discussions, student presentations and intensive group work.

**Objectives:**

1. To acquaint students with terminology, techniques, concepts and experience of personal selling.
2. To develop understanding of the importance of positive attitudes and enthusiasm towards personal selling.
3. To develop effective listening and questioning skills.
4. To explore the value of integrity, caring and honesty as they apply to the sales context.
5. To experience the outcomes and rewards of persistence and industriousness in the realm of personal selling.

**Transferability:**

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanogan College.

**Grading Criteria:**

Sales presentations	36%
Quizzes	48%
Book review	16%

**Class Participation/Attendance**

Regular attendance and constructive participation will be key to the success of this course. We can learn a great deal from each other's experiences and different methods of communication, which is the foundation of this course.

**Sales Presentation**

Students will participate in personal sales presentation simulations. Presentations will be made in class and evaluated by peers as well as the instructor.

**Sales Project and Evaluation**

Students will demonstrate the sales process in a hands-on project. This project provides learners the opportunity to assess and provide constructive comments regarding their own effectiveness and work ethic as well as that of other students.

**Book Review**

Students will research current books related to selling at the beginning of the course. Each student will select a book to review, read it, and prepare a written review that will be given to each student in the class.

Grades will be assigned on the Letter Grading System.

**Department of Business  
Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>95 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>90 – 94</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>85 – 89</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>80 – 84</b>	
<b>B</b>	<b>3</b>	<b>75 – 79</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 74</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

## Course Schedule/Timeline:

<u>Date</u>	<u>Topic</u>	<u>Required Reading</u>
September 3, 10, 13	Personal Selling/Careers	Chapters 1, 2, & 16
September 17	Selling Relationships	Chapter 3
September 20, 24	Communication/Ethics	Chapters 4 & 5
September 27	Test: Chapters 1 – 5 & 16	
October 1	Product Knowledge	Chapter 6
October 4	Product Selling Strategy	Chapter 7
October 8	Understanding Buyer Behaviour	Chapter 8
October 15	Developing a prospect base	Chapter 9
October 18	Test: Chapters 6 - 9	
October 22	The Approach	Chapter 10
October 25	The Approach	Chapter 10
October 29	Role Plays 1 & 2	
November 1	The Presentation	Chapter 11
November 5	The Presentation	Chapter 11
November 8	Role Plays 2A & 2B	
November 12	<b>Book Review Due November 6th</b> The Demonstration	Chapter 12
November 15	Test: Chapters 10 – 12	
November 19	Negotiating Buyer Resistance	Chapter 13
November 22	Closing and Confirming the Sale	Chapter 14
November 26	Servicing the Sale	Chapter 15
November 29	Test: Chapters 13 - 15	
December 3 & 6	Final role play 3 presentations	

**Examinations:**

There will be four in-class quizzes periodically during the course.

**Statement on Plagiarism:**

The instructor reserves the right to use electronic plagiarism detection services.