

Personal Selling and Public Relations

BA 2070 (3-0, 3 Credits)

Powerful Tools of the Promotion Mix

Basic Course Information

Instructor

Bill Corcoran
Room B309
539-2735 (messages)

Office Hours

M, W, F 9-10 a.m.
or by appointment. Making an
appointment is usually better; I'm prone
to wandering

Pre-requisite

BA 1090 or equivalent or instructor's
permission.

Transferability

May be university transferable, check
with receiving institution.

Text

Manning, Reece, and Mackenzie.
*Selling Today: Building Quality
Relationships, Can. ed.* Scarborough:
Prentice-Hall, 1998.

Text Usage

The text will be used extensively in the
Selling part of the course; students
should have access to one. There is no
text for P.R. section of the course.

Grading Scheme

PR Quiz	5%
PR Mid term	15%
PR Project	20%
Sales Quiz	10%
Sales Role Play	15%
Final Exam	25%
Class Participation	10%



Course Description

This course is a blend of the principles of personal selling and public relations. Lectures examine the sales process, paying particular attention to prospecting, the pre-approach, the approach, the sales interview, buyer resistance, and closing. Emphasis is then shifted to the topic of public relations, focusing upon the firm's various public and media relations. Sessions are augmented with videos and guest lectures where appropriate.

Course Objectives

1. To acquaint students with the terminology, techniques and fundamental concepts of selling and public relations.
2. To outline the roles of selling and public relations in the overall marketing framework.
3. To develop an understanding of the importance of communication skills (oral, written, listening) in the selling and P.R. processes.
4. To apply fundamental selling and P.R. models and techniques to business problems.
5. To demonstrate the value of persistence, integrity, and honesty in all selling and P.R. dealings.

Key Dates

Wed, Sep. 23	PR Quiz	Fri, Nov 6	Sales Quiz
Wed, Oct 14	PR Mid term	Fri, Dec 4	Sales Role Play completed
Fri, Oct 16	PR Project Due	T.B.A	Final Exam

The Gory Details

In Class Activities

I will use a variety of teaching techniques to cover the course material. These will include lectures, individual and group in-class assignments, role plays, videos, current magazine articles, and possibly case studies. Guest speakers will be invited to class where appropriate.

Quizzes

To evaluate your learning, two quizzes have been scheduled. The quizzes will be primarily concerned with comprehension and terminology. Accordingly, multiple choice questions, reverse definitions, and short answer questions will be employed. Each quiz will take approximately 30 minutes to complete.

PR Mid term

The PR mid-term will gauge your ability to apply key PR principles to business situations. Thus, I will be primarily asking short and long answer questions on this test. The PR mid term should take you approximately 45 minutes to complete.

PR Project

The PR project gives you the opportunity to demonstrate your knowledge of PR principles and techniques in a "hands on" way.

By completing a press kit and publicity plan for an event, person, organization, or cause (either real or fictitious), you will apply the material we have covered in class.

You may work as an individual or with one other student on this project. Complete instructions for the project will be handed out in class.

Sales Role Play

Selling is a process that relies heavily on verbal communication skills. The Sales Role Play will challenge you to use good verbal communication skills while applying the steps in the Sales Cycle.

In a group of two or three students, you will plan and execute a professional sales call using me as your fictitious customer. Complete instructions for this exercise will be distributed in class.

Final Exam

Like the mid term exam, the final exam will test your ability to apply the course material. Three-quarters of the exam will cover Selling; the other quarter will cover PR. A variety of question types (i.e. multiple choice, short and long answer, etc.) will be used. The Registrar will schedule the date/time for the final.

Participation

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your participation in class activities.

Attendance will be taken at each class. In addition, I will monitor your active and constructive contribution to the class' learning. Your participation grade will reflect these two components.

CLASS SCHEDULE FALL 1998

Date	Topics / Key Questions	Reading
Sep. 2,4	Introduction / Course Outline / P.R. vs. Publicity	Outline
Sep. 9,11	Fundamental Concepts, Terminology, and Tools of P.R.	
Sep. 14,16,18	Media Relations / The Publicity Plan	
Sep. 21,23,25	PR Writing / The Press Release PR Quiz - September 23	
Sep. 28,30 Oct. 2	The Press Kit / Photography	
Oct. 5,7,9	Event Planning / Press Conferences / Review	
Oct. 14,16	Introduction to Selling / Selling vs. Marketing PR Midterm - October 14 PR Project - October 16	Ch. 1
Oct. 19,21,23	Communication Styles / Attitude / Self Management	Ch. 16, 3, 15
Oct. 26,28,30	Career Opportunities / Prospecting	Ch. 2, 8
Nov. 2, 4, 6	The Approach / Determining Needs Sales Quiz - November 6	Ch. 9, 7
Nov. 9, 13	Determining Needs	Ch. 10
Nov. 16, 18, 20	Sales Demonstration / Negotiating Resistance	Ch. 11, 12, p. 142-43
Nov. 23, 25, 27	Closing / Follow -up	Ch. 13, 14
Nov. 30 Dec. 2, 4	Sales Role Plays / Final Exam Prep Sales Role Play complete by December 4	
Dec. 7-17	Final Exam - scheduled by Registrar	