

**Grande Prairie Regional College
Department of Business Administration
Revised Course Outline**

BA 2070 - Personal Selling and Public Relations

Winter 1997

Instructor: Bill Corcoran

Office: C 307

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Texts: I will be using the same texts indicated in the original course outline. Both texts will be used extensively; you need to buy them and do the assigned reading.

Grading:

Quizzes40%

- Jan 10 -Feb 5 -Feb 14
- Mar 12 -Mar 21 -Apr 3
- Best 5 of 6 will count
- Questions will be mostly multiple choice, reverse definitions, and fill in the blank
- Closed book

One of :50%

- Major Selling Project (Apr 9)
- Sales Role Play (Feb 19-21) and PR Project (Apr 9)
- Take Home Finals - Sales (Feb 21) and PR (Apr 9)

Participation, effort, and attitude10%

- The primary measure for this will be class attendance and punctuality

Course: Schedule	Jan 27,29,31	Prospecting/Qualifying	Chapter 7
		PreApproach/Approach	Chapter 8
	Feb 3,5,7	Sales Presentations	Chapter 9
		Negotiating Resistance	Chapter 10
	Feb 10,12,14	Closing the Sale	Chapter 11
		Follow up and Servicing	Chapter 12
	Feb 17,19,21	Family Day	
		Sales Wrap Up	
		Role Plays/Take Home	

-Course schedule for the second half of the course will be forthcoming.

**Late:
Assignments** Late assignments, IF ACCEPTED, will be penalized 15% per day. All assignments are due in class on the due date.