



# Grande Prairie Regional College

## School of Business

**Department: Business Administration and Commerce**

COURSE OUTLINE – Fall 2008

**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)

Tuesdays & Thursdays: 1:00 –  
2:30 pm

**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., MacKenzie, H. (2007). *Selling Today; creating customer value (Fourth Canadian Edition)*. Upper Saddle River: 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 and evaluation	40%
Quizzes	40%
Book review	20%

**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 invited guests and/or peers as well as the instructor.

**Presentation Evaluation**

Since students will demonstrate the sales process in a class simulation, 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.

**Business Administration and Commerce Department  
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 5, 8, 12	Personal Selling/Careers	Chapters 1, 2, & 16
September 15	Selling Relationships	Chapter 3
September 19, 22	Communication/Ethics	Chapters 4 & 5
September 26	Test: Chapters 1 – 5 & 16	
September 29	Product Knowledge	Chapter 6
October 3	Product Selling Strategy	Chapter 7
October 6	Understanding Buyer Behaviour	Chapter 8
October 10	Developing a prospect base	Chapter 9
October 17	Test: Chapters 6 - 9	
October 20	The Approach	Chapter 10
October 24	The Approach	Chapter 10
October 27	Role Plays 1A & 1B	
October 31	The Presentation	Chapter 11
November 3	The Presentation	Chapter 11
November 7	Role Plays 2A & 2B	
November 14	<b>Book Review Due November 7th</b> The Demonstration	Chapter 12
November 17	Test: Chapters 10 – 12	
November 21	Negotiating Buyer Resistance	Chapter 13
November 24	Closing and Confirming the Sale	Chapter 14
November 28	Servicing the Sale	Chapter 15
December 1	Test: Chapters 13 - 15	
December 5 & 8	Final role play III 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.