



DEPARTMENT BUSINESS & OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2016

BA2070 A2: Personal Selling – 3 (3-0-0) 45 Hours for 15 Weeks

INSTRUCTOR: Carolyn Vasileiou **PHONE:** 780-539-2221
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OFFICE HOURS: Tues & Thurs 12:30 – 2pm or by appointment

CALENDAR 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.

PREREQUISITE(S)/COREQUISITE:

BA 1090

REQUIRED TEXT/RESOURCE MATERIALS:

Ingram, T., LaForge, R., Avila, R., Schwepker, C., Williams, M. (2015). *Sell: Second Canadian Edition*. Nelson Education.

DELIVERY MODE(S):

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

COURSE 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.

LEARNING OUTCOMES:

Upon successful completion of this course students will be able to

1. Demonstrate an understanding of sales terminology, techniques and concepts.
2. Effectively prospect, communicate, and close sales in both personal and business to business sales.

TRANSFERABILITY:

- Athabasca University: ADMN 2xx (3)
- MacEwan University: MARK 1xx (3)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transeralberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?SearchMode=S&step=2>

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions.

Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability

EVALUATIONS:

Sales presentation simulations	10%
Participation	10%
Quizzes (Best 4 out of 5)	25%
Book review	15%
Personal sales project	20%
Final exam (presentation)	20%

GRADING CRITERIA: Grades will be assigned on a Letter Grading System using the following chart. Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Date</u>	<u>Topics</u>	<u>Required Reading</u>
Week 1	Strategic Prospecting and Preparing for Sales Dialogue	Chapter 5
Week 2	Communication Skills	Chapters 5, 4
Week 3	Planning Sales Dialogues and Presentations	Chapters 4, 6 Quiz 1
Week 4	First role plays	Chapter 6
Week 5	Sales Dialogue	Chapter 7
Week 6	Addressing Concerns and Earning Commitment	Chapter 7,8 Quiz 2
Week 7	Second role plays	Chapter 8
Week 8	Expanding Customer Relationships	Chapter 9
Week 9	Building Trust and Sales Ethics	Chapters 9, 2 Quiz 3
Week 10	Third Role Plays	Chapter 2
Week 11	Understanding Buyers	Chapter 3
Week 12	Adding Value: Self-leadership and Teamwork	Chapters 3, 10 Quiz 4
Week 13	Overview of Personal Selling	Chapter 10, 1
Week 14	Book review presentations	Chapter 1 Quiz 5

(Dates may vary at the discretion of the instructor.)

STUDENT RESPONSIBILITIES:

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.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

Sales Presentation Simulations

Students will participate in personal sales presentation simulations throughout the semester.

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. Students will also prepare a presentation about the book to be given during the final week of class.

Personal Sales Project

Students will participate in a sales project in order to build sales experience. The project will be selected and assigned early in the semester.

Examinations:

There will be five in-class quizzes periodically during the course. There will not be make-ups for these, but note, the mark will be from the best 4 out of 5. The final examination will consist of a role play presentation that will be scheduled during the examination period in December.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

**Note: all Academic and Administrative policies are available on the same page.