

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

BA 2070 - PERSONAL SELLING AND PUBLIC RELATIONS

Winter 1997

**INSTRUCTOR:** Sharon Bell

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**TEXTS:** Essentials of Personal Selling. Anderson, Rolph. Prentice Hall, New Jersey, 1995  
The Publicity Kit. Smith, Jeanette. John Wiley & Sons, Inc., New York, 1991.

**PREREQUISITE:** BA 1090 or consent of instructor.

**COURSE DESCRIPTION:** This course is a blend of the principles of personal selling and public relations. The sales process, including prospecting, the pre-approach, the approach, the sales interview, buyer resistance and closing, will be examined. The firm's various publics and media relations are covered within the emphasis on public relations. Sessions are augmented with videos and guests where appropriate.

- COURSE OBJECTIVES:**
- 1) To acquaint students with terminology, techniques and concepts of salesmanship and public relations.
  - 2) To outline the role of salesmanship and public relations with overall marketing framework.
  - 3) To develop an understanding of the importance of positive attitudes and enthusiasm towards personal selling and public relations processes.
  - 4) To acquaint students with listening and probing techniques.
  - 5) To identify the value of integrity, caring and honesty as they apply to salesmanship and public relations.
  - 6) To familiarize students with outcomes and rewards of persistence and industriousness in realms of salesmanship and public relations.
  - 7) To comprehend the meaning of the word customer in its fullest context.



### PUBLIC RELATIONS

Topics: What is Public Relations? Perceptions: Attitudes?  
Public Relations' Tools and Methods  
News and Feature Writing  
Communications Plan  
Media Relations  
Media Communications  
Media Conference and Receptions  
Photography, Interviews, Briefings  
Media Packages  
Working Relationships with Media  
Community Relations  
Internal Communications  
Entry Position Skills in Public Relations

**LATE ASSIGNMENTS:** 3% deducted per day.

**RESPONSIBILITY FOR CLASS CONTENT:** Each student is personally responsible for anything covered in class as well as assignments and notes given. If you are absent, ask a classmate for class notes. If there are good reasons for missing class, it is in your own best interests to inform the instructor of these reasons.

### **INDIVIDUAL TERM SALES/PR PROJECT:**

1. Research a product or service you would like to sell and promote.  
Possibilities: Ask to sell something on commission for an existing company.  
Start a short-term business. (Structure, but no capital, provided).  
Raise funds for a non-profit company.
2. Obtain written agreement, as specified in class, with owner, board, etc.
3. Weekly reports, Midterm report and Final report are all to be typed. Marks will be deducted for incorrect spelling or sloppy writing and presentation. Instructions will be given in class as to content for each report.  
Suggested lengths: weekly - 1-2 pages. Midterm - 5 pages. Final - 10 pages.
4. Honoraria are paid to the student involved, with 10% earmarked for GPRC's Business Administration Department.
5. In each situation, the owner or supervisor will be asked to estimate the overall value of the student's work and to evaluate the student's efforts.
6. Results are NOT solely measured in terms of dollars raised or number of items sold. Effort and attitude are critical aspects of sales and PR.
7. Each student is URGED to relate this project to personal interests and skills, remembering the potential value this work could have on future job possibilities.