

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2026

BA2070 (A3): Personal Selling – 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mark Evans, MA **PHONE:** 780-539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Mondays 10 a.m. – 11:30 a.m. & Wednesdays: 2:30 p.m. – 4 p.m., or by
appointment.
Best way to contact me: Email – mevans@nwpolytech.ca

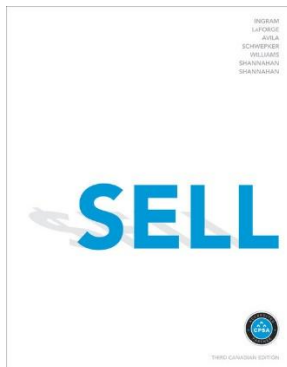
All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check.). Emails that do not follow the above requirements will not be responded to.

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: BA1090

REQUIRED TEXT/RESOURCE MATERIALS:



Ingram, T., LaForge, R., Avila, R., Schwepker, C. H. Jr., Williams, M. R., Shannahan, K., & Shannahan, R. (2020). *Sell* (3rd ed.). Nelson Cengage. ISBN: 9780176916237

For device, software, and network requirements, please visit the following link:

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Office 365 (free for NWP students)

DELIVERY MODE:

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material.

Students are encouraged to supplement their studying with Mind Tap. Assignments will help students apply the principles in a specific situation.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

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:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.alberta.ca>.

**** 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:

Evaluation	Weighting
Role Play Simulations (3)	20%
In-class Discussions & Exercises	20%
Quizzes (4 Quizzes)	20%
Personal Selling Project	20%
Final Exam: Final Role Play	20%
Total	100%

GRADING CRITERIA:

Grades will be assigned on the Letter Grading System. 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	95-100		C+	2.3	67-69
A	4.0	85-94		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:

Module	Week	Topic	Chapter	Activities
Week 1	Jan 6-9	Course Introduction/Course Overview Overview of Personal Selling	1	Get Textbook
Week 2	Jan 12-16	Building Trust & Mutual Respect	2	
Week 3	Jan 19-23	Understanding Buyers	3	Quiz 1 – Ch 1-3
Week 4	Jan 26-30	Role Play Simulation		Role Play #1
Week 5	Feb 2-6	Communication Skills	4	
Week 6	Feb 9-13	Strategic Prospecting and Preparing for Sales Dialogue	5	Quiz 2 – Ch 4-5
Week 7	Feb 16-20 – Winter Break			
Week 8	Feb 23-27	Planning Sales Dialogues and Presentations	6	
Week 9	Mar 2-6	Role Play Simulation		Role Play #2
Week 10	Mar 9-13	Sales Dialogue: Creating and Communicating Value	7	Quiz 3 – Ch 6-7

Week 11	Mar 16-20	Addressing Concerns and Earning Commitment March 17 – Business Conference – Everyone attends	8	
Week 12	Mar 23-27	Expanding Customer Relationships	9	
Week 13	Mar 30 – Apr 3	Adding Value: Self-Leadership and Teamwork	10	Quiz 4 – 8-10
Week 14	Apr 6 – 10	Role Play Simulations		Role Play #3
Week 15	Apr 13 – 20	Last week of class / Final Exams Start		

Important Dates:

January 15 – Last Day to Withdraw with full refund.

March 17 – Business Conference

March 31 – Last Day to Withdraw

April 13 – Last Day of Classes

April 16-23 – Final Exam Period

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. Arriving late or leaving class is considered an absence. There is a strong correlation between regular attendance and overall course performance. If you miss a class, it is your responsibility to learn the material on your own.

Professional Behavior:

Students are expected to conduct themselves in a professional manner. This includes, but not limited to, interacting with others appropriately and respectfully; refraining from texting or chatting during class; arriving to class prepared and on time, and remaining for the duration of the activities. Students may be asked to leave if any behavior becomes disruptive.

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass, Mind Tap, and NWP Webmail.

Students are responsible for checking all three websites regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones must be turned off or set to silent and placed out of sight during class time.

Recording:

Recording lectures or taking screen shots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

Email:

Email is the preferred option to communicate with your instructor. Emails will be answered within three business days, no emails will be answered before/after business hours. Email correspondence to your instructor must be sent from your NWP student email account. Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/polytechnic-leadership/policies-directory>.

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

ADDITIONAL INFORMATION:**Assignment, quiz, test and exam policies:****Class Participation**

- 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

- All assignments must be submitted by the due date. Late assignments will only be accepted by consultation with the instructor and will receive a 10% deduction each day it is late. Assignments past five days are assessed a grade of zero.
- Assignments will be submitted in Word document through myClass and may be subject to Turnitin plagiarism assessment.

Discussions

- Discussion marks will be assessed based on responses to readings and in-class discussions.

Sales Presentation Simulations

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

Quizzes

- Quizzes can be through myClass or on in-class and paper. You are responsible for keeping track of the dates associated with those quizzes.
- There are no rewrites or extensions on quizzes.

Personal Sales Project

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

Final Exam:

- There is no Final Exam in this class; however, the Final Presentation will be a role play presentation due on a set date during the Final Exam period.

Additional Information on Role Play Simulations:

Students are expected to follow the following rules regarding role play simulations:

- Dress professionally
- Try your best to stay in character
- No swearing during a simulation
- No talking as an audience member during another student's simulation
- Be respectful of other students and arrive before simulations begin and do not leave/come into class during a simulation. Wait until the simulation is over.