



Grande Prairie Regional College

School of Health, Wellness & Career Studies

Department of Business

COURSE OUTLINE - Fall 2012

BA 2070 Personal Selling

3 (3-1-0) 60 Hours

Instructor Cibylla Rakestraw

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Office Hours Mondays & Wednesdays: 10:00 – 11:30 a.m.

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:

Ingram, T., LaForge, R., Avila, R., Schwepker, C., Williams, M. (2013). *Sell: Canadian Edition*. Nelson Education

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:

** 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.

Grading Criteria:

| | |
|--------------------------------|-----|
| Sales presentation simulations | 35% |
| Quizzes | 50% |
| Book review | 15% |

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 Simulations

Students will participate in personal sales presentation simulations throughout the semester. Presentations will be made in class and evaluated by peers as well as the instructor.

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.

Assignment of Grades

Grades will be assigned on the Letter Grading System.

Department of Business Grading Conversion Chart

| Alpha Grade | 4-point Equivalent | Percentage Guidelines | Designation |
|----------------------|---------------------------|------------------------------|-----------------------------|
| A⁺ | 4 | 95 – 100 | EXCELLENT |
| A | 4 | 90 – 94 | |
| A⁻ | 3.7 | 85 – 89 | FIRST CLASS STANDING |
| B⁺ | 3.3 | 80 – 84 | |
| B | 3 | 75 – 79 | GOOD |
| B⁻ | 2.7 | 70 – 74 | |
| C⁺ | 2.3 | 67 – 69 | SATISFACTORY |
| C | 2 | 64 – 66 | |
| C⁻ | 1.7 | 60 – 63 | |
| D⁺ | 1.3 | 55 – 59 | MINIMAL PASS |
| D | 1 | 50 – 54 | |
| F | 0 | 0 – 49 | FAIL |

Examinations:

There will be ten in-class quizzes periodically during the course.

Statement on Plagiarism:

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 www.gprc.ab.ca/about/administration.policies/**

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

Course Schedule/Timeline:

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

The above schedule is subject to change based on the needs of the class.