



DEPARTMENT BUSINESS & OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2021

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

INSTRUCTOR: Amanda Pollock **PHONE:** 780-539-2815
OFFICE: E310 **E-MAIL:** apollock@gprc.ab.ca
OFFICE HOURS: By appointment

WINTER 2021 DELIVERY:

Remote Delivery. This course is delivered remotely. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca

Note: GPRC reserves the right to change the course delivery.

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:

BA1090

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. BA2070 consists of three hours of lecture per week.

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:

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.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:

Sales presentation simulations	20%
Discussion	10%
Quizzes	20%
Article review	10%
Personal sales project	20%
Final exam (presentation)	20%

In order to obtain completion marks for the online quizzes, the student must complete the quiz before the expiration of the pre-set due date; hence, no rewrites will be given on missed quizzes. Turnitin, plagiarism software, may be used in this class.

Discussion marks will be assessed based on responses to readings and in-class (Zoom) discussions and will be handed in at the end of the class.

Final Exam:

There is no Final Exam in this class; however, the Final Presentation due date will be decided by the instructor.

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	Review	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.

Sales Presentation Simulations

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

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 quizzes periodically during the course.

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.