



Grande Prairie Regional College

School of Health, Wellness & Career Studies

Department of Business

COURSE OUTLINE - Fall 2011

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. (2012). *Sell*. Mason, Ohio: South Western Cengage Learning

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:

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanogan College.

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:

The instructor reserves the right to use electronic plagiarism detection services.

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.