GRANDE PRAIRTE REGIONAL COLLEGE BUSINESS ADMINISTRATION COURSE OUTLINE

BA 2070A3 - PERSONAL SELLING AND PUBLIC RELATIONS

TEXT:

Personal Selling; 1st Edition; O'Connor, Patrick; MacMillan (Collier) Canada Publishers; 1990.

Public Relations; 1st Edition; Norris, James S., Prentice Hall; Englewood Cliffs, New Jersey, 1984.

PREREQUISITE:

BA 1090 or consent of Instructor.

COURSE DESCRIPTION: This course is a blend of the principles of personal selling and public relations. Lectures examine the sales process, paying particular attention to prospecting, the pre-approach, the approach, the sales interview, buyer resistance, and closing. Emphasis is then shift to the topic of public relations, focusing upon the firm's various publics and media relations. Sessions are augmented with films and guest lectures where appropriate.

COURSE OBJECTIVES:

- To acquaint students with terminology, techniques and concepts of salesmanship and public relations.
- To outline role of salesmanship and public relations with overall marketing framework.
- iii) To develop understanding of the importance of positive attitudes and enthusiasm towards salesmanship and public relations processes.
 - iv) To acquaint students with listening and probing techniques.
 - v) To identify value of integrity, caring and honesty as they apply to salesmanship and public relations.
- vi) To familiarize students with outcomes and rewards of persistence and industriousness in realms of salesmanship and public relations.
- vii) To comprehend meaning of the word <u>customer</u> in its fullest context.

GRADING:

 Final grades will be compiled in the following manner:

Quizzes	50%	(i.e.	4	0	10%)
Term Assignments		(i.e.			
Final Exam	30%			0.00	
TOTAL	100%				

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- 5) Use time start and finish on time if getting no response, be QUIET
- 6) IF I say I word without your inviting me to do so, ask me to be quiet. This is your show to manage as you see fit.

Suggested Format

- i) Introduction why relavant 2 minutes - "teasers"
- ii) Overview content and 10 minutes "bottom line" of chapter - precis of author's main points
- iii) <u>Discussion</u> on implications 15 minutes and applications of text material - on controversial and confusing text material
- 1 minute iv) Conclusion - reiterate main points

Analyze Your Audience

- what are their information needs?
- what will be confusing, interesting to them?
 how bored will they be if I read this in a monotone? (VERY)
- will my enthusiasm be infectious? (YES)
- do they want me to "fall flat on my face and make a fool of myself?" (NO)

b) Seminar Participants

- Read and think about the assigned chapters.
- Be responsive to the requests and directions of the leader. Remember you, too, will be "sweating it out" at some point.

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2. Schedule of Quizzes

January 27th - Quiz #1 February 17th - Quiz #2 March 22nd - Quiz #3 April 14th - Ouiz #4

3. Term Assignment Due Date

Salesmanship - February 17th
 Public Relations - April 14th

COURSE CONTENT:

Salesmanship

a. UNIT ONE (Chapters 2, 3)

i) Topics

- Understanding Yourself and Others
- Communication Styles Positive Self Image

b. <u>UNIT TWO</u> (Chapters 7, 8, 9, 10, 11)

Topics

- Identifying Prospects
- Qualifying the Prospect
- Sales Presentation
- Sales Demonstration
- Negotiating Resistance
- Closing the Sale - Servicing the Sale

Public Relations

a. <u>UNIT ONE</u>

i) Topics

- What is Public Relations? Perceptions? Attitudes?
- Public Relations Tools (Methods)
- News and Feature Writing
- Communications

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b. UNIT TWO

i) Topics

- 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