

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 207 SALESMANSHIP AND PUBLIC RELATIONS 3(3-0) WINTER 1992

INSTRUCTOR: Bill Corcoran

OFFICE: C-211

OFFICE Monday and Wednesday 9:30 - 11:00 a.m.
HOURS: Wednesday 6:00 - 6:30 p.m.

TELEPHONE: 539-2735

TEXTS: Manning and Reece, Selling Today: A Personal Approach, 4th edition (Needham Heights, MA.: Allyn and Bacon, 1990).

Norris, Public Relations (Englewood Cliffs, NJ: Prentice Hall, 1984).

PREREQUISITE: BA 109 or consent of the instructor.

COURSE DESCRIPTION: This course is a blend of the principles of salesmanship 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 shifted to the topic of public relations, focusing upon the firm's various publics and media relations.

COURSE OBJECTIVES:

1. To acquaint you with the terminology, techniques, and concepts of salesmanship and public relations.
2. To outline the role of salesmanship and public relations within the overall marketing framework.
3. To develop an understanding of the importance of positive attitudes and enthusiasm towards salesmanship and public relations.
4. To acquaint you with listening and probing techniques.
5. To realize the importance of the values of integrity, caring, and honesty as they relate to salesmanship and public relations.
6. To familiarize you with the outcomes and rewards of persistence and industriousness in salesmanship and public relations.
7. To comprehend the true meaning of the word CUSTOMER.

BA 207 SALESMANSHIP AND PUBLIC RELATIONS WINTER 1992

GRADING: The following components will determine your final grade:

Quizzes (3 @ 5%)	24%
Sales Call - Role Play	15%
Selling Project or Sales Interview	6%
Public Relations - Class Project	15%
Attendance/Participation	10%
Final Exam	30%

Conversion from percentages to stanines is as follows:

90 - 100%	9
80 - 89	8
72 - 79	7
65 - 71	6
57 - 64	5
50 - 56	4
45 - 49	3
26 - 44	2
0 - 25	1

KEY DATES: Please note the following dates:

January 27	Quiz #1
February 18-20	Role Play
February 19	Selling Project or Sales Interview due
March 2	Role Play Write-up due
March 4	Quiz #2
March 27	Quiz #3
April 9	Class Project due
April T.B.A.	Final Exam

ATTENDANCE: Because your participation is important to the success of the course, you are expected to attend ALL classes. If you are unable to attend, please let me know, preferably ahead of time. You are responsible for obtaining any notes or handouts you may have missed due to an absence.

Ten percent of your final grade will be determined by your attendance and your class participation. Random attendance checks will be taken.

BA 207 SALESMANSHIP AND PUBLIC RELATIONS WINTER 1992COURSE CONTENT:

<u>Week</u>	<u>Dates</u>	<u>Topic</u>	<u>Reading</u>
1	Jan. 6- Jan. 10	Knowing Yourself and Others Communication Styles	ST 3,4 ST 5
2	Jan. 13-Jan. 17	Knowing Your Product Buying Process	ST 6 ST 9
3	Jan. 20-Jan. 24	Identifying Prospects Sales Presentations	ST 10 ST 11
4	Jan. 27-Jan. 31	Quiz #1 Sales Presentations	ST 12,13
5	Feb. 3-Feb. 7	Negotiating Resistance Closing	ST 14 ST 15
6	Feb. 10-Feb. 14	Servicing the Sale Telemarketing	ST 16 ST 20
7	Feb. 18-20	ROLE PLAY - no classes	
-	Feb. 24-Feb. 28	READING WEEK	
8	Mar. 02-Mar. 06	Public Relations Quiz #2 Communications	PR 1 PR 2
9	Mar. 09-Mar. 13	Perceptions and Attitudes Publics	PR 10 PR 3
10	Mar. 16-Mar. 20	Research and Planning	PR 5,6
11	Mar. 23-Mar. 27	Reaching Publics Quiz #3	PR 7,8
12	Mar. 30-Apr. 3	P.R. and Marketing Corporate P.R.	PR 4 PR 12
13	Apr. 6-Apr. 10	Product P.R. Sports P.R.	PR 15 PR 11
14	Apr. 13-Apr. 15	Careers in Sales and P.R. Review	

ST= Selling TodayPR= Public Relations