

F. 1986-87

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

BA 207 - SALESMANSHIP and PUBLIC RELATIONS

TEXTS:

1. Going For It; Kiam; William Morrow Company, Inc., (New York); 1986
2. Effective Public Relations; 6th Edition  
Cultip, Center, Broom; Prentice-Hall

PREREQUISITE: BA 109 or consent of 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. Sessions will be augmented with films and guest lectures.

COURSE  
OBJECTIVES:

- i) To acquaint students with terminology, techniques and concepts of salesmanship and public relations.
- ii) 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 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 customer in its fullest context.

GRADING:

Final grades will be compiled in the following manner: (conversion from percentage to stanines will occur)

BA 207 - SALESMANSHIP AND PUBLIC RELATIONS

Quizzes	30% (i.e. 3 @ 10%)
Class Participation	10%
Mid-Term Exam	20%
Class Project	15%
Final Exam	25%
Total	<u>100%</u>

COURSE  
CONTENT:Salesmanship

- Positive mental attitudes
- Salable packages
- Listening as a fine art
- Managing your memory
- Telling the truth and the promise contract
- The prospecting process
- Qualifying the customer
- The product
- The presentation
- Demonstrating your product
- Answering objectives
- Closing
- Follow-up
- Selling yourself
- Negotiation
- Salesmanship rules

Public Relations

- What is public relations?
- What is publicity? Advance publicity?
- Understanding the media
- Print and radio
- Television, cablevision, your own show
- Composition of a media invitation, etc.
- Media conferences or receptions
- Media releases and kits
- Photography and properties
- Public service announcements
- Follow-up activities
- Planning of visits, exhibits and special events
- Advance person duties
- Hosting and hospitality principles
- Public relations and the customer
- Communications design