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GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 207A2 - SALESMANSHIP and PUBLIC RELATIONS

TEXTS: Selling Today: A Personal Approach; 3rd Edition;
Manning, G. L.; Reece, B. L.; Wm. C. Brown
Publishers: Dubuque, Iowa; 1987

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: 1. Final grades will be compiled in the following manner:

Quizzes	50% (i.e. 5@ 10%)
Term Assignment	20%
Final Exam	30%
TOTAL	100%

2. Schedule of Quizzes

- a. September 17th - Quiz #1
- b. October 15th - Quiz #2
- c. October 29th - Quiz #3
- d. November 10th - Quiz #4
- e. November 24th - Quiz #5

3. Term Assignment Due Date

- October 29th

COURSE CONTENT:

1. Salesmanship

a. UNIT ONE (September 3 - September 17)

i) Topics

- Understanding Yourself and Others
- Communication Styles
- Positive Self Image

ii) Required Reading (Text)

- chapters 3, 4, 5

b. UNIT TWO (September 22 - October 15)

i) Topics

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

ii) Required Reading (Text)

- Chapters 10, 11, 12, 13, 14, 15, 16

c. UNIT THREE (October 20 - October 29)

i) Topics

- Management of Sales Force
- Management of Self
- Ethical Considerations
- Telemarketing

ii) Required Reading (Text)

- Chapters 17, 18, 19, 20

2. Public Relations

a. UNIT ONE (November 3 - November 10)

i) Topics

- What is Public Relations? Publicity?
- Public Relations Tools
- News and Feature Writing
- Electronic Communications

b. UNIT TWO (November 12 - November 24)

i) Topics

- Media Relations
- Media Communications
- Media Conferences and Receptions
- Photography, Interviews, Briefings
- Media Packages
- Working Relationships with Media

c. UNIT THREE (November 26 - December 3)

i) Topics

- Community Relations
- Internal Communications
- Entry Position Skills in Public Relations