

Registrar  
✓

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

1989-90

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

G.P.R.C.

September 20th  
 October 13th  
 October 27th  
 November 17th  
 December 6th

3. Term Assignment Due Date

- November 27th

COURSE CONTENT:

1. Salesmanship

a. UNIT ONE

i) Topics

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

ii) Required Reading (Text)

- chapters 3, 4, 5

b. UNIT TWO

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

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

i) Topics

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

b. UNIT TWO

i) Topics

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

c. UNIT THREE

i) Topics

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