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W.89

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

BA 207A3 - 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 QuizzesG.P.R.C.Peace River

January 18th  
February 15th  
March 8th  
March 22nd  
April 5th

February 6th  
February 27th  
March 13th  
March 27th  
April 10th

3. Term Assignment Due Date

- March 24th

## COURSE CONTENT:

1. Salesmanshipa. UNIT ONEi) Topics

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

ii) Required Reading (Text)

- chapters 3, 4, 5

b. UNIT TWOi) 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