

W. 1990-91

- Thompson

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 207A3 - SALESMANSHIP and PUBLIC RELATIONS

TEXTS: Selling Today: A Personal Approach; 4th Edition;
Manning, G.L.; Reece, B.L.; Wm. C. Brown
Publishers; Dubuque, Iowa, 1987.

Public Relations; 1st Edition; Norris, James S.,
Prentice Hall; Englewood Cliffs, New Jersey, 1984.

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 and probing 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 Assignments	30% (i.e. 2 @ 15%)
Final Exam	30%
TOTAL	100%

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2. Schedule of Quizzes

- January 30th - Quiz #1
- March 8th - Quiz #2
- March 22nd - Quiz #3
- April 8th - Quiz #4

3. Term Assignment Due Date

- a. Salesmanship - February 15th
- b. Public Relations - April 5th

COURSE
CONTENT:

1. Salesmanship

a. UNIT ONE

i) Topics

- Understanding Yourself and Others
- Communication Styles
- Positive Self Image
- Identifying Prospects
- Qualifying the Prospect
- Sales Presentation
- Sales Demonstration
- Negotiating Resistance
- Closing the Sale
- Servicing the Sale

b. UNIT TWO

i) Topics

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

2. Public Relations

a. UNIT ONE

i) Topics

- What is Public Relations?
- Perceptions? Attitudes?
- Public Relations Tools (Methods)
- News and Feature Writing
- Communications

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b. UNIT TWO

i) Topics

- Media Relations
- Media Communications
- Media Conference and Receptions
- Photography, Interviews, Briefings
- Media Packages
- Working Relationships with Media
- Community Relations
- Internal Communications
- Entry Position Skills in Public Relations