

**BMK 51 Course Outline as of Fall 1981****CATALOG INFORMATION**

Dept and Nbr: BMK 51 Title: PRIN OF SELLING

Full Title: Principles of Selling

Last Reviewed: 11/14/2022

Units	Course Hours per Week		Nbr of Weeks		Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	17.5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**

Not open to students who have completed Business Marketing 52B or 52C. Principles and methods of personal selling: preparation of selling, the selling process and introduction to sales management. Behavioral aspects of selling: sociological and psychological theories of consumer motivation, behavior and perception. Includes lectures, discussions, demonstrations and practice in sales presentations.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100.

**Limits on Enrollment:****Schedule of Classes Information:**

Description: Principles & methods of personal selling. Incl: lectures, discussions, demonstrations & practice in sales presentations. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

**AS Degree:**      **Area**      Effective:      Inactive:

**CSU GE:**      **Transfer Area**      Effective:      Inactive:

**IGETC:**      **Transfer Area**      Effective:      Inactive:

**CSU Transfer:** Transferable      Effective:      Fall 1981      Inactive:

**UC Transfer:**      Effective:      Inactive:

### **CID:**

### **Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

The student will learn:

1. to be aware of the wide range of career opportunities available in the field of selling;
2. training in the techniques and mechanics of salesmanship;
3. to develop skills in oral expression of ideas calculated to influence other people;
4. to demonstrate, in classroom and/or on tape, their ability to organize and present an effective sales presentation.

### **Topics and Scope:**

1. Selling as a profession.
2. Preparation for successful selling
  - a. Buyer psychology
  - b. Sales communications
  - c. Product knowledge
3. Selling dynamics
  - a. Prospecting
  - b. Sales call planning
  - c. Presentation
  - d. Handling objections
  - e. Close
4. Special selling topics
  - a. Time and territory management
  - b. Social, ethical, & legal issues in selling

### **Assignment:**

Case analysis.  
Written sales presentation report.  
Sales presentation demonstrations.  
Examinations.

**Methods of Evaluation/Basis of Grade:**

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Essay exams, Term papers

Writing  
10 - 25%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving  
0 - 0%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performances, Performance exams

Skill Demonstrations  
10 - 40%

**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, True/false

Exams  
10 - 45%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

None

Other Category  
0 - 0%

**Representative Textbooks and Materials:**

ABC's OF SELLING, Futrell, Irwin Publishing Company.  
CREATIVE SELLING TODAY, Kossen, Harper & Row.