

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.