BMK 51 Course Outline as of Fall 2021

CATALOG INFORMATION

Dept and Nbr: BMK 51 Title: PRINCIPLES 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	8	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:
This course covers principles and methods of personal selling: preparation for selling, the selling process and introduction to sales management; as well as behavioral aspects of selling, including sociological and psychological theories of consumer motivation, behavior and perception.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100 or appropriate placement based on AB705 mandates

Limits on Enrollment:

Schedule of Classes Information:
Description: This course covers principles and methods of personal selling: preparation for selling, the selling process and introduction to sales management; as well as behavioral aspects of selling, including sociological and psychological theories of consumer motivation, behavior and perception. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100 or appropriate placement based on AB705

mandates
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:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Demonstrate knowledge of the relationship selling process.
2. Demonstrate appropriate methods for client questioning, meeting objections and closing a sale.
3. Appraise the wide range of career opportunities and employment settings available in the field of selling.

Objectives:
Students will be able to:
1. Describe the relationship between personal selling and a marketing concept.
2. Assemble organized prospect information and formulate a routing plan devised to manage cost of developing and/or maintaining relationships.
3. Evaluate a sales presentation and propose solutions to buyer concerns or problems.
4. Assess a customer's buying behavior and assemble a customer strategy.
5. Compare and contrast sales negotiation and closing a sale.
6. Critique strategies for successful sales management.
7. Examine the importance of assessing sales force productivity.

Topics and Scope:

I. Personal Selling Overview
   A. Technology's changing impact on business
   B. Personal selling as an extension of the marketing concept
   C. Historical overview of selling

D. Selling careers
E. Employment settings
1. trade
2. missionary
3. technical
4. new-business
5. retail
6. teleselling

II. Professionalism
A. Importance of ethical conduct
B. Misrepresentation and breach of warranty
C. Privacy laws

III. Buyer Behavior

IV. Verbal and Non-Verbal Strategies for Success

V. Relationship Selling

VI. Successful Prospecting
A. Prospecting and sales forecasting plan
B. Sources of prospects
C. Preapproach to individual and organizational customers
D. Establishing a plan and maintaining records
E. Prospecting online
F. Generating leads

VII. Customer Strategy
A. Complex nature of customer behavior
B. Alignment with customer's buying process
C. Problem recognition
1. handling objections
2. customer needs
3. buying motivations

VIII. Presentation
A. Presentation preapproach objectives
B. Audio-visual aids
C. Strategies for effective presentations

IX. Sales Negotiation

X. Closing the Sale

XI. Retail Selling

XII. Self-Management

XIII. Managing the Sales Force

XIV. Selling Yourself

Assignment:

1. Reading assignments of between 20 - 27 pages per week
2. Case study analyses (3 - 5 pages each)
3. Market research
4. Group or individual oral sales presentation including role play interview
5. Written sales report of not less than six pages
6. In-class written assignment
7. Role-play interviews
8. Quizzes (3 - 5) and a final exam

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.

Sales report, in-class written assignments	Writing 10 - 20%

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

Case studies, market research	Problem solving 20 - 30%

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

Role-playing interviews, oral presentation	Skill Demonstrations 20 - 40%

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

Quizzes, final exam	Exams 20 - 30%

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

Class participation	Other Category 5 - 15%

Representative Textbooks and Materials:
Selling: Building Partnerships. 10th ed. Castleberry, Stephen and Tanner, John. McGraw-Hill. 2019