

**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: 9/14/2020

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:**

Upon completion of the course, students will 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