

BMK 51 Course Outline as of Summer 2017**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:

Principles and methods of personal selling: preparation for 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 and methods of personal selling: preparation for 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. (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: |
|---------------|----------------------|------------|-----------|

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|-----------------------------------|------------|-----------|-----------|
| CSU Transfer: Transferable | Effective: | Fall 1981 | Inactive: |
|-----------------------------------|------------|-----------|-----------|

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|---------------------|------------|-----------|
| 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

Objectives:

Upon completion, students will be able to:

1. Appraise the wide range of career opportunities and employment settings available in the field of selling.
2. Describe the relationship between personal selling and a marketing concept.
3. Assemble organized prospect information and formulate a routing plan devised to manage cost of developing and/or maintaining relationships.
4. Evaluate a sales presentation and propose solutions to buyer concerns or problems.
5. Assess a customer's buying behavior and assemble a customer strategy.
6. Compare and contrast sales negotiation and closing a sale.
7. Critique strategies for successful sales management.
8. Examine the importance of assessing sales force productivity.

Topics and Scope:

1. 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
- 2. Professionalism
 - a. importance of ethical conduct
 - b. misrepresentation and breach of warranty
 - c. privacy laws
- 3. Buyer behavior
- 4. Verbal and non-verbal strategies for success
- 5. Relationship selling
- 6. 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
- 7. 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
- 8. Presentation
 - a. presentation preapproach objectives
 - b. audio-visual aids
 - c. strategies for effective presentations
- 9. Sales negotiation
- 10. Closing the sale
- 11. Retail selling
- 12. Self-management
- 13. Managing the sales force
- 14. 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. 3-5 Quizzes 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.

3-5 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 8th edition, Castleberry McGraw-Hill, 2011