



**EFFECTIVE: JANUARY, 2008**  
**CURRICULUM GUIDELINES**

A. Division: **Education** Effective Date: **January 2008**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision  New Course

If Revision, Section(s) Revised: **C, F, J, M, N, P, R**

Date of Previous Revision: **September 2004**

Date of Current Revision: **November 2007**

C: **MARK 2150** formerly MARK 1150 D: **Personal Selling** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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<b>F:</b>	Calendar Description: <b>This course focuses on the theoretical and practical techniques used in selling goods and services in a business-to-business (b-to-b) environment. Emphasis is given to developing practical skills in presenting goods and services to prospective buyers. Attention is devoted to the art of persuasion as a life-skill and to the need to develop professional relationships in business. The importance of the sales professional in the business community and the need for ethical behaviour is emphasized. The overriding sales philosophy is relationship focused and the customer approach is consultative.</b>
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<b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 2 Hours</b> <b>In-Class Student Presentations: 2 Hours</b> <b>Total: 4 Hours</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:  English 12 with a grade of "C" or better or approved equivalent.  <b>I:</b> Course Corequisites:  <b>Nil</b>  <b>J:</b> Courses for which this Course is a Prerequisite  <b>MARK 4410; MARK 3500</b>  <b>K:</b> Maximum Class Size:  <b>25</b>
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<b>L:</b>	PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a> )
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<p><b>M:</b> Course Objectives / Learning Outcomes</p> <p>At the end of the course, the successful student should be able to:</p> <ol style="list-style-type: none"> <li>1. apply effective techniques in developing and qualifying sales leads;</li> <li>2. demonstrate good techniques in sales presentations;</li> <li>3. demonstrate the ability to deal with objections to advance the sale;</li> <li>4. demonstrate the ability to close the sale;</li> <li>5. develop a plan to follow-up and service the sale.</li> <li>6. understand the importance of ethical behaviour in business relationships</li> <li>7. understand the role of the sales process as a life-skill (e.g.: Job interviews, requests for promotion or a raise, convincing fellow workers of the need for particular project)</li> <li>8. Understand the value and importance of the sales profession to the Canadian economy</li> </ol>										
<p><b>N:</b> Course Content:</p> <ol style="list-style-type: none"> <li>1. Partnering - building professional relationships.</li> <li>2. Communication styles.</li> <li>3. Product strategies - features and benefits.</li> <li>4. Buyer behaviour.</li> <li>5. Prospecting and preparing the pre-approach to a sales call</li> <li>6. Planning and executing the presentation, including demonstration.</li> <li>7. Handling objections.</li> <li>8. Closing the sale.</li> <li>9. Servicing the sale.</li> <li>10. The importance of strong ethics in relationship selling.</li> <li>11. Management of self and employing of technology for increased effectiveness.</li> </ol>										
<p><b>O:</b> Methods of Instruction</p> <p>The course will use a blend of lectures, student presentations and an integrative term project. Role play scenarios will also be used. Self and peer evaluations will be used to supplement instructor evaluation.</p>										
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Manning, Reece, et al. <u>Selling Today: Building Quality Partnerships</u>, Latest Canadian Ed. Prentice Hall or equivalent text.</p>										
<p><b>Q:</b> Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Interactive presentations (3)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Term Project</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Examination(s)</td> <td style="text-align: right;"><u>25%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p><b>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</b></p>	Class participation	10%	Interactive presentations (3)	40%	Term Project	25%	Examination(s)	<u>25%</u>		<u>100%</u>
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<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>Yes</p>										

Course Designer(s): **David Moulton**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**