



BMGT 1270

Division: Business and Technology

Department: Business Management

Course: BMGT 1270

Title: Personal Selling

Catalog Description:

This is a comprehensive and pragmatic course that looks into the theory and application of sales and customer service. This course focuses on traditional and contemporary thinking and practices of the subject. Numerous sales presentations will be made in front of the class. The culmination of the course is a final sales presentation as an opportunity to apply what was learned throughout the term.

General Education Requirements: Oral Communications

Semesters Offered: Fall

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Prerequisites: None

Justification:

This course is commonly offered at other community colleges. Personal selling is critical in the business world. This course is a study of the fundamentals of salesmanship emphasizing the behavioral aspects of the communication process and a systematic approach to selling. The course utilizes a consultative approach to selling.

Student Learning Outcomes:

Upon successful completion of this course, students will be able to do or know the following:

- Examine a career in professional selling.
- Understand the differences between traditional and relationship selling.
- Appreciate the ethical and legal issues in selling.
- Recognize a preferred selling style.
- Prepare for success in selling through many sales presentations.
- Become a master prospector.
- Identify needs by questioning and listening.
- Negotiate sales resistance.
- Become a more effective closer.

Content:

Course content will include:

- Lectures to explain, expand and supplement text assignments
- Class discussion on text assignments
- Case studies to generate thinking and problem-solving ability
- Applied imagination and creative thinking to current problems
- Oral sales presentations

Class Discussion on Text Assignments:

- Understanding of terms, methods, and the managerial process is essential in building a foundation for thought and problem solving in marketing.
- Questions from the class should stimulate productive discussions.

Case Studies and Sales Project:

- Case problems will be assigned from time to time for class discussion. Although written reports on the cases will not be required, it is suggested that students make notes prior to the class period that will aid them in contributing to the class discussion.
- Sales project will be to prepare a 15 minute sales presentation on the product of the student's choice.
- Incorporate as much content covered or learned in this class as possible into the presentation. Each student will also fill out Sales Critique sheets on other presenters.

General Education Outcomes:

3) Speak effectively in a variety of contexts.

Students are expected to deliver numerous sales presentations in a variety of settings. Students will give informational, persuasive and motivational sales presentations. Public speaking techniques and strategies will be studied and used with individual presentations. Presentations will be critiqued and feedback given to improve presentation skills.

8) Apply ethical reasoning to a variety of contexts.

Students will learn the inherent ethical challenges with traditional sales positions which are generally compensated by an incentive formula. The relationship between individual ethics and corporate ethics must be understood when assessing human behavior. Students will learn to manage ethical conflicts that arise between individual employee values and management values.

Key Performance Indicators:

Three exams, class assignments and sales presentations, final sales presentation, class attendance and participation will be used to assess study progress. Student will be assessed as follows:

Exams 50%

Sales Presentations 30%

Final Presentation 10%

Attendance and Participation 10%

Percentages are approximate.

Representative Text and/or Supplies:

Selling: The Profession, David Lill, DM Bass (current edition)

Optimum Class Size: 24

Maximum Class Size: 32

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)