



BROWARD COLLEGE COURSE OUTLINE

LAST REVIEW: 2008-2009

NEXT REVIEW: 2013-2014

STATUS: A

COURSE TITLE: Salesmanship

COMMON COURSE NUMBER: MKA 1021

CREDIT HOURS: 3

CONTACT HOUR BREAKDOWN

CLOCK HOURS: 3

Lecture: 3

Lab: 0

Clinic: 0

Other: 0

PREREQUISITE(S): None

COREQUISITE(S): None

PRE/COREQUISITE(S): None

COURSE DESCRIPTION: Through a combination of principles and techniques, this course identifies the why, what, how and when of selling. Students develop skills in prospecting, opening the sale, presenting customer benefits, overcoming objections, and closing the sale. Students will prepare an oral presentation based on the DECA Sale Representative contest.

General Education Requirements – Associate of Arts Degree (AA), meets Area(s): Area
General Education Requirements – Associate in Science Degree (AS), meets Area(s): Area
General Education Requirements – Associate in Applied Science Degree (AAS), meets Area(s): Area

UNIT TITLES

1. Functional Aspects of Personal Selling
2. Motivation Theory and Practices in Personal Selling
3. Developing Sales
4. Types of Selling
5. Sales Management

EVALUATION:

Students may be evaluated using a combination of the following: Quizzes, Exams, Tests, Performance in state, regional, and local competitions, Presentations, Portfolios, Discussions, Class Participation, Attendance, Projects, Co-ops, Internships, Practicums, Externships, and Research Reports.

**** Complete the following only if course is seeking general education status ****

GENERAL EDUCATION Competencies and Skills*:

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	
2. Speak and listen effectively	
3. Write clearly and coherently	
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	
5. Demonstrate and apply literacy in its various forms: (highlight in green ALL that apply) (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental)	
6. Apply problem solving techniques to real-world experiences	
7. Apply methods of scientific inquiry	
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	
10. Collaborate with others to achieve common goals.	
11. Research, synthesize and produce original work	
12. Practice ethical behavior	
13. Demonstrate self-direction and self motivation	
14. Assume responsibility for and understand the impact of personal behaviors on self and society	
15. Contribute to the welfare of the community	

** General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*

UNITS

Unit 1. Functional Aspects of Personal Selling

General Outcome:

- 1.0 The students shall be able to recognize the background information in preparation for studying how to sell.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 1.1 Describe the various types of sales positions.
- 1.2 Compare and contrast the differences between producer, re-seller, government and consumer sales, and recognize the different salesperson qualities that may be needed.
- 1.3 Identify the different kinds of information needed by salespeople concerning the company's products, background, corporate structure, and competition.

Unit 2. Motivation Theory and Practices in Personal Selling

General Outcome:

- 2.0 The students shall be able to explain how psychology, sociology, social-psychology and anthropology can aid the salesman in his ability to communicate.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 2.1 Recognize the importance of effective communication in personal selling.
- 2.2 Identify the various interactions which take place before a salesperson can motivate a prospect.
- 2.3 Differentiate each of the buying/selling process models and determine how they shall be used in different selling situations.
- 2.4 Describe the proper "euthenics" in personal selling.

Unit 3. Developing Sales

General Outcome:

3.0 The students shall be able to apply the four phases of the selling process:

- 1) selling the interview;
- 2) establishing the need or problem;
- 3) satisfying the need or solving the problem and;
- 4) closing the sale.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 3.1 Determine what information is needed from prospecting and pre-approach activities and explain how to go about getting the information.
- 3.2 Recount and discuss specific ways to handle and to overcome objectives.
- 3.3 Discuss the theory of the close and practice a closing strategy followed by a closing technique.

Unit 4. Types of Selling

General Outcome:

4.0 The students shall be able to compare or contrast the two specific sales areas: industrial and retail.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

4.1 Classify consumer goods based on buying behavior.

4.2 Recognize the requirements of industrial selling and identify career opportunities available to salespeople.

Unit 5. Sales ManagementGeneral Outcome:

- 5.0 The students shall be able to discuss how the sales management functions of planning, organizing, directing, staffing and controlling are implemented in the sales field.

Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the students shall be able to:

- 5.1 Develop an understanding of the necessity of working as a member of an entire company team.
- 5.2 Recognize the importance of sales management.
- 5.3 Recognize certain legal and ethical considerations that affect the salesman.