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MARKETING I

MKT 109-3

role Of salesmansmp in tne market piac

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2. Understand the duties and responsibilities of a sales representative and his/her relationship to the Company, its products and its competition.
3. Participate in individual and group exercises designed to illustrate the sales process and the sales presentation and develop self-confidence in speech and deportment.

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MARKETING I
MKT 109-3

OBJECTIVE:

To enable the students to develop skills in marketing techniques which can be applied to the Hospitality Industry,

STUDENT GOALS

The students will be expected to,

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TEXT:	3
None required	H

METHOD

Lectures and discussions by the instructor and class on the various subject matter.

The case study method - of learning business and marketing subjects is recognized as being the most effective as it simulates real situations and prepares the student for the practical application of knowledge and skills.

STUDENT EVALUATION:

Tests (2 on overall understanding)	-----	4f^ %oZ>
Written work (such as case histories and advertising analysis).	305&
Verbal presentation and class participation-	-----	30%^^-^^^

Due to the need for week to week effort and class participation, attendance is essential.

Rewrites will be at the discession of the instructor. If written work is not done or an "I" grade is given there will be a maximum of 2 rewrites in this course. Grades will be averaged for a final mark.

SUBJECT MATTER:

Setting Objectives

Duties/ Responsibilities and Qualifications of Sales Representatives

Buyer Characteristics and Behavior Patterns

Buyer Motivation

The Company, Its Products, Its Competition

Prospecting the Sale

The Sales Presentation

Overcoming Objections

Closing the Sale

Pricing the Product

The Use of T.V., Radio and Print

Production Costs in Advertising

Evaluating Copy and Layout

The Role of (Hfei^^r^j^r and Display