

SaulL\_CoJLege\_\_\_\_

QLApplied\_\_Aris\_ancI Technology

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SALESflANSHIP

Marketing 104-4

y^'^^d^ January 1982  
Jack Boushear

SALESMANSHIP  
Marketing 104-4

Text: "Personal Selling - An Interactive Approach", R. B. Marks, Allyn and Sacon, 1981.

Objectives: To assist the student:

1. To acquire the knowledge, skill, and attitude necessary to become a successful sales representative.
2. To obtain the basic foundation of knowledge in the field of selling before he/she enters specific on-the-job training programs.
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.

Method: A combination of lecture, seminar, field work, and case studies will be used with a considerable emphasis on student presentations.

Evaluation Students will be evaluated on the following basis:

Tests	50%
Projects	50%