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__^Course—O.u11ine

SELLING AND SALES MANAGEMENT

Marketing 303-4

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SELLING AND SALES MANAGEMENT
Marketing 303-4

Text: "Personal Selling - An Interactive Approach", R. 3. Marks, Allyn & Bacon, 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. To develop individual confidence and poise in presentation of self which will be of assistance in job interviews and career.
4. To understand some of the basic elements of sales management.

Student Goals The students will be expected to:

1. Acquire a working knowledge of the nature of selling and the role of salesmanship in the marketplace.
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.

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%