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# Course Outii ne

SELLING & SALESMANSHIP

MKT 303

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SELLING & SALESMANSHIP  
MKT 303

OBJECTIVE:

This **course will enable** students to understand and appreciate the importance **of personal** selling to promotion in the marketing mix.

This course has been designed to appeal to the following type of students:

1. Those who are career minded, i.e. intend to pursue a career in selling.
2. Those who are career cautious, i.e. have not decided which career to pursue
3. Those who are management oriented, i.e. hope one day to become managers and presently desire to broaden their knowledge
4. Those who are already in the sales field (part-time) and desire to improve their selling skills and knowledge.

TEXT:

Creative Selling Today, 2nd edition, Stan Kossen, Harper and Row, 1982,

METHOD

Lecture, review application and discussion questions, and role playing.

EVALUATION:

Two tests equally weighted	80%
Class contribution	20%
	100%

A - 80% - 100%
B - 65% - 79%
C - 50% - 64%