

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

**Course Title;**           MARKETING AND SALESMANSHIP  
**Code Ko.:**               MKT 108-6  
**Program:**               OFFICE PROCEDURES/RETAIL SALES •- BUSINESS MGMT.  
**Semester:**              TWO  
**Date:**                    JANUARY, 1984  
**Author:**                J. KUCKMA

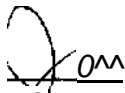
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Revision: X

APPROVED:

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Chairperson

  
DateO

CALENDAR DESCRIPTION

MARKETING AND SALESMANSHIP

MKT 108-6

Course Name

Course Number

PHILOSOPHY/GOALS:

The main emphasis of this course will be on retail salesmanship with practical experience in the selling process. In addition, purchasing, inventory control, pricing and discounting etc. will be studied to give the student broad knowledge in the fundamental aspects of retail sales. Customer relations will be an integral part of this course. Credit management and collection of accounts will also be learned.

METHOD OF ASSESSMENT (GRADING METHOD):

Tests (3).....	25% each	= 75%
Retail Seminar.....	^^^	= ^^*
•Class preparedness.....	10%	= 10%
		100%

\* Class preparedness evaluation will be determined by such criteria as:

- (a) Student's answer(s) to homework questions and assignments.
- (b) Regular attendance to be able to participate in assignments and answer questions in class.

Retail Seminar Working in pairs of two, students will select a seminar topic from a list provided in class. Seminar presentations will begin the week of January 23rd and continue each Friday class until all students have taken part. Each presentation will be a minimum of 30 minutes with any remaining class time for questions and discussion.

Method of Assessment (grading method):

Tests: Students missing any tests will receive a zero for that particular test. The exceptions being# medical reasons, jury duty, family bereavement etc. where consideration will be taken into account in regard to a re-write. Late assignments will be downgraded.

- A = 85-100%
- B = 70- 84%
- C = 55- 69%

A supplementary test (covering the entire semester work) may be allowed only at the end of the semester. TO QUALIFY, A STUDENT MUST HAVE A 40% AVERAGE. A pass in the supplementary will result in a C grade.

\* seminar presentation included

TEXT; INTRODUCTORY MARKETING: A RETAIL PERSPECTIVE, Taller

McGraw-Hill Ryerson

Other Sources: library, newspapers, magazines etc-

METHOD OF PRESENTATION:

Lecture and discussion periods will form a part of the learning process. Individual and group work will supplement and reinforce the problem-solving knowledge the student has acquired.

SUBJECT MATTER :

Retailing today	A/V presentation	
Careers in Retailing	_____	
Distribution	Text, Chapter 1	
Retailing in the Economy	" "	2
Retailing -a brief history	" "	3
Ownership	" "	4
Four Basic Retailing functions	" "	5
TEST # 1	(approximately week of Feb. 6th)	

Controlling Merchandise	Text, Chapter 6	
Selling	" "	7
Qualities and Skills	" "	8

TEST # 2 (approximately week of March 19th)

Subject matter:

Sales Promotion	Text, Chapter 9
Market & Marketing research"	" 10
Goodwill	" " 11
Organization	" " 12
The Government and the consumer in Business	" " 13

TEST # 3 (approximately week of April 23)