

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title MARKETING AND SALESMANSHIP
Code No.: MKT II5-6
Program: OFFICE PROCEDURES/RETAIL SALES
Semester: TWO
Date: JANUARY, 19»6
Autnor: J, N. BOUSHEAR

New

Revision:

X

APPKOVHiD


c;hairperrson

-0^
-1^

Date

/

CALENDAR DESCRIPTION

MARKETING AND SALESMANSHIP
Course Name

MKT 115 - 6
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.

This course will emphasize some of the principles learned in "Introduction to Marketing" but, it will stress the merchandising aspect. To the maximum extent possible learning will be interactive with the use of videotaping, role playing etc.

METHOD OF ASSESSMENT (GRADING METHOD):

Tests (3).....	25%	75%
Seminar.....	15%	15%
Class Preparation.....	10%	10%
		100%

Tests

Tests are designed to give the student feedback on performance. Students who miss any of the tests during the year will be required to write a comprehensive test at the end of the semester, however students will only be permitted to write the comprehensive test if they have shown a sincere desire to learn.

Seminar

All students will be required to conduct a seminar presentation. The seminar presentation should last approximately one half hour and the remaining class time will be allocated to questions and discussion.

Class preparation

Because of the interactive nature of this course students will be expected to attend on a regular basis and be prepared for class by doing the required reading and homework assignments. As a rule of thumb, you should not be absent for more than three class hours during the semester. If you are absent for more than this period you should provide an explanation in writing to your instructor. Attendance will be taken on a regular basis and homework will be evaluated.

A = 85 - 100%

B = 70 - 84%

55 69%

THERE WILL BE NO REWRITES OF THE INDIVIDUAL TESTS

TEXT: INTRODUCTION TO MARKETING: A RETAIL PERSPECTIVE

Taller

McGraw - Hill Ryerson

METHOD OF PRESENTATION:

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

SUBJECT MATTER:

Subject to change, the following is the proposed weekly schedule of subjects which will be included in the instruction. They are not necessarily the only subjects to be covered and are presented to indicate the overall general direction of the course.

Retailing today

Careers in Retailing

Distribution

Retailing in the Economy

The History of Retailing

Ownership

Four Basis Retailing Functions

Controlling Merchandise

Selling

Qualities and Skills

Sales Promotion

Market and Marketing Research

Goodwill

Organization

The Government and the Consumer in Business

i

i

i