

CALENDAR DESCRIPTION

BUS 219-4
Course Number

MARKETING AND SALES

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

PHILOSOPHY AND GOALS

Further study of the basic marketing principles with specific emphasis on salesmanship. Computer sales, software sales and the interpersonal communication necessary to market yourself as a graduate will be studied and practised.

COURSE OUTLINE

Course Title: MARKETING AND SALES

Code No: BUS 219-4

Program: ELECTRONIC DATA PROCESSING

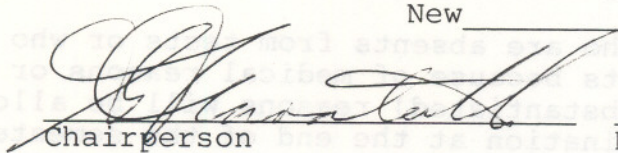
Semester: FOUR

Date: JANUARY, 1987

Author: J. N. BOUSHEAR

New _____ Revision X

APPROVED:


Chairperson

87-01-08
Date

Outstanding achievement (85% - 100%) A

Consistently above average achievement (70% - 84%) B

Satisfactory or average achievement (55% - 69%) C

Repeat. This student has not satisfactorily achieved the objectives of the course. (under 55%) R

TEXTBOOK(S):
Selling - Marketing Personnelled, Ronald G. Balsey and R. Patricia Bilsner, Dryden Press (1987)

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METHOD OF ASSESSMENT (GRADING METHOD):

Evaluation Instruments*	(10)	100%
Comprehensive rewrite**		30%

TESTS AND EVALUATION INSTRUMENTS:

* Students who are absent from tests or who do not submit evaluation instruments on time will have a grade of 0 recorded. There will be no rewrites of individual tests. There will be no extensions for assignments. Evaluation instruments will include tests, role playing and assignments.

** Students who are absents from tests or who are unable to complete assignments because of medical reasons or other legitimate (and substantiated) reasons will be allowed to write a comprehensive examination at the end of the semester. Students who wish to improve their grades who have shown a sincere desire to learn will be permitted to replace their three worst marks by writing the comprehensive test. "Sincere desire to learn" will be evaluated on the basis of attendance and participation in class. As a standard I expect a perfect or a near perfect attendance (95%) to qualify for the rewrite privilege. Attendance will be taken on a frequent but random basis.

A	(85% - 100%)	Outstanding achievement
B	(70% - 84%)	Consistently above average achievement
C	(55% - 69%)	Satisfactory or average achievement
R	(under 55%)	Repeat. This student has not satisfactorily achieved the objectives of the course.

TEXTBOOK(S):

Selling - Marketing Personified, Ronald D. Balsey and E. Patricia Birsner, Dryden Press (1987)

TIME FRAME FOR COURSE MATERIAL

Subject to change, the following is the proposed weekly schedule which will be included in the instructions. They are not necessarily the only subjects taught but rather the major areas to be covered and are presented to indicate the overall general direction of the course. Specific learning objectives are included in the textbook at the beginning of each chapter.

	Week
Selling and marketing	1
A contingency approach to selling	2
Basic communication skills	3
The psychological basis of selling	4
Buyer behavior: Individual and organizational	5
Buying elements and situational variables	6
Preapproach activities	7
Planning the sales interview: Making the approach	8
Planning and preparing sales presentations	9
Delivering and dramatizing the presentation	10
Handling objections and questions	11
Closing the sale	12
Advanced communication	13
Contingency selling and problem solving	14
Negotiation and post-sale activities	15

