

SAULT COLLEGE OP APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline MARKETING AND SALESMANSHIP
Code No. : MKT 115
Program : OFFICE PROCEDURES/RETAIL SALES
Semester : TWO
Date : JANUARY, 1987
Author : RENE RENAUD

New:

Revision

APPROVED

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MARKETING & SALESMANSHIP

MKT115

Course Name

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OBJECTIVES:

This course will cover the fundamental aspects of retail sales such as purchasing, merchandise handling, organization, store location and layout. This knowledge will provide a foundation for the study of salesmanship which will be given special emphasis. The study of salesmanship will include general coverage of topics such as advertising, display and promotional activities as well as specifically dealing with organizing, prospecting and planning in sales/marketing.

METHOD OF PRESENTATION:

Topics will be covered during lectures and will be given practical applications through role playing exercises, case studies and class discussions. Much emphasis will be placed on class participation. Attendance is very important as no text will be used for this course.

EVALUATION;

Tests (2 X 30%).....	60%
Assignments (2 x 5%).....	10%
Presentation	10%
Participation.....	20%

GRADING:

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

There will be no re-writes for tests and late assignments will be penal or not accepted. Students will be allowed to verify and review tests but they will all be returned to the instructor. Any tests not returned will receive a grade of zero.

SUBJECT MATTER:

- the nature of retailing
- consumer behaviour & psychology of selling
- store organization
- store location and layout
- merchandise handling
- the buying function
- merchandise pricing
- advertising
- display
- sales promotional activities

forecasting, planning, and organizing
prospecting
sales approaches
presentation
closing sales
follow-up and follow-through
selling and reaching personal objectives