

CALMDAR DESCRIPTION

MARKETING AND SALESMANSHIP
Course name

4KT 11 5
Course Number

PHILOSOPHY AND GOALS:

Further study of the basic marketing principles with specific emphasis on salesmanship- The social and interpersonal skills used in retailing will be emphasised. The student will be expected to make an effective sales presentation of retail type merchandise.

METHOD OF ASSESSMENT (GRADING METHOD):

Tests (2 X ~50%)	60%
Assignments (2 x 5%)	10%
Participation	10%
Audiovisual presentation	20%

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.

A+	(90% - 100%)	
A	(80% - 90%)	Outstanding achievement
B	(65% - 79%)	Consistently above average achievement
C	(55% - 64%)	Satisfactory or average achievement
D	(50% - 54%)	Repeat. This student has not
F	(under 50%)	satisfactorily achieved the objectives of the course.

TEXTBOOK(S): none required

SUBJECT MATTER:

- 1 Orientation
- 2 The nature of retailing
- 3 The maturity process
- 4 The motivational process
- 6 The relationship process
- 7 The establishing process
- 8 The questioning process
- 9 The listening process
- 10 The presenting process
- 11 The visualizing process
- 12 The reassuring process
- 15 The deciding process
- Putting it all together in a sales presentation