

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

COURSE OUTLINE

COURSE TITLE: MARKETING AND SALES

CODE NO.: BUS219 SEMESTER: FOUR

PROGRAM: COMPUTER PROGRAMMER

AUTHOR: TOM MATTHEWS

DATE: JANUARY, 1990

PREVIOUS OUTLINE DATED: JANUARY, 1989

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APPROVED: *Tom Matthews*  
DEAN, SCHOOL OF BUSINESS &  
HOSPITALITY

*Jan 90*  
DATE

MARKETING AND SALES

BUS219

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**COURSE NAME**

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**COURSE CODE**

**PHILOSOPHY/GOALS:**

This course is a further study of the basic marketing principles with specific emphasis on salesmanship. Interpersonal communication skills and influence building skills will be developed and practiced.

**METHOD OF ASSESSMENT (GRADING METHOD):**

Three Tests (3 @ 10%)	30%
Assignments (7 @ 5%)	35%
Videotaped presentations as a salesperson	35%
Videotaped presentations as a customer	10% bonus

**TESTS AND EVALUATION INSTRUMENTS:**

Since the time frame for this course is extremely tight, it is necessary to hand assignment material and videotape material in on time. This is necessary for evaluation and feedback to you in preparation for your final presentation. Late submission of assignments will result in a reduction of one mark per day. Assignments 5 days late will receive a mark of zero, but must still be completed in order to meet the requirements of this course. Assignment may be neatly written. This policy will be strictly enforced.

A+	(90% or more)	Consistently outstanding achievement
A	(80% - 89%)	Outstanding achievement
B	(65% - 79%)	Consistently above average achievement
C	(55% - 64%)	Satisfactory or average achievement
R	(under 55%)	Repeat. The student has not satisfactorily achieved the objectives of the course.

**TEXTBOOK(S):** Selling - A Behavioural Science Approach, Paul Hersey, Prentice-Hall (1988)

Role Playing the Principles of Selling, College and University Edition, David Sellars III, Dryden Press, (1987)

**MATERIALS:** one blank VHS videotape

**TIME FRAME FOR COURSE MATERIAL**

Subject to change, the following is the proposed schedule which will be included in the instructions.

February 5 - Introduction/Orientation

6 - Chapter One (Selling - A Behavioural Sciences Approach)

8 - Chapter Two

9 - Chapter Three

12 - **Assignment #1 Due**

Students will choose a product to sell using the textbook, Role Playing the Principles of Selling. (Read pages 1-7)

**Required for submission** - A paragraph describing the company you will sell for, the product you will sell, who you will sell the product to and why you have chosen that product. Note: You should choose a product for which you have access to information. (Read Chapter 3, pages 9-13).

13 - Chapter Four

15 - Chapter Five

16 - Quiz #1

19 - Chapter Six

20 - Chapter Seven

22 - Chapter Eight

23 - Chapter Nine

26 - Chapter Ten

27 - Quiz #2

28 - Chapter Eleven

March 1 - Chapter Twelve

2 - Chapter Thirteen

12 - Chapter Fourteen

13 - Quiz #3

15 - Class in E310 - Audio Visual Equipment demonstration

16 - **Assignment #2 due**

Students will acquire background information as described on pages 9-13 of Role Playing and the Principles of Selling.

**Required for submission** - students will have available for examination information organized to illustrate the following:

- 1) Industry Information
- 2) Company Information
- 3) Prospect Information
- 4) Product/Service Information
- 5) Competitive Information
- 6) A Photocopy of "Thank you Letters"

**Note:** You would be wise to acquire this information early in the semester because if you have trouble collecting information you may need to change products. Also, companies may have to send out of town for additional information. Plan to have your information when you need it because there will be no extensions.

TIME FRAME FOR COURSE MATERIAL (cont'd)

- March 19 - Class on the preparation of Planning Guide - The Approach (E222)  
20 - Video Role Playing or preparation for role playing in  
22 regular class or E310  
23  
26  
27 - The Approach Video & Assignment #3 - due  
"Planning Guide - The Approach" - due  
- Class on Securing Desire - J1107  
29 - Video Role Playing or Preparation for role playing in  
30 regular class or E310
- April 2  
3  
5 - Securing Desire Video & Assignment #4 - due  
- "Planning Guide - Securing Desire" - due  
- Class on Handling Objectives - E232  
6 - Video Role Playing or preparation for role playing  
9 in regular class or E310  
10  
12  
17  
19 - Handling Objections Video & Assignment #5 - due  
- "Planning Guide - Handling Objections" - due  
- Class on Closing the Sale - E222  
20 - Video Role Playing or preparation for role playing  
23 in regular class or E310  
24  
26  
27  
30 - Closing the Sale Video & Assignment #6 - due  
- "Planning Guide - Closing the Sale" - due  
- Class on Role Playing the Complete Presentation  
31 - Assignment #7 - due  
"Features-Benefits Worksheet - Student Presentation" due
- May - Video Role Playing or preparation for video role  
playing in regular class and review  
  
Complete Presentation Video - due

**NOTE:** For BUS219 class substitute all Thursday classes to take place on Wednesday.