

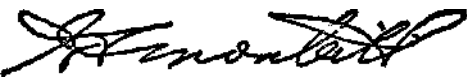
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE MARKETING AND SALESMANSHIP
CODE NO MKT115 **SEMESTER:** TWO
PROGRAM OFFICE PROCEDURES/RETAIL SALES
AUTHOR T, MATTHEWS
DATE: FEBRUARY,- 1990
PREVIOUS OUTLINE JANUARY, 1989
DATED:

New

Revision:

APPROVED: 
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

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DATE

MARKETING AND SALESMANSHIP

MKT115

COURSE NAME

COURSE CODE

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 emphasized. The student will be expected to make an effective sales presentation of retail type merchandise.

METHOD OF ASSESSMENT (GRADING METHOD):

Tests (2 X 30%)	60%
In-Class Presentations (2 x 10%)	20%
Attendance/Participation	20%

TESTS AND EVALUATION INSTRUMENTS:

Students who are absent from class are expected to contact the instructor prior to the scheduled class with an explanation. If your instructor is not available, please leave a message and phone number with the switchboard operator at the college. As a standard to guide your behaviour, most businesses would not accept an absentee rate of greater than 5%.

A+ (90%-100%)	Consistently Outstanding
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);**
1. Customer Contact (provided on a loan basis)
 2. How to Win Friends & Influence People, Dale Carnegie

SUBJECT MATTER:

1. Orientation
2. Why do people act the way they do?
3. Who is talking to you?
4. Which of you is responding?
5. Spotting the problems.
6. Cooling off the situation.
7. Fundamental techniques in handling people.
8. Six ways to make people like ;you.
9. How to win people to your way of thinking.
10. How to change people without giving offense or arousing resentment.
11. Features/Benefits/Advantages.