

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: J.N. BOUSHEAR

DATE: JANUARY 1991

PREVIOUS OUTLINE DATED: JANUARY 1990

New: _____ Revision: X

APPROVED: _____
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

DATE

MARKETING AND SALES

BUS219

COURSE NAME

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:

Best 3 Tests of 4	60%
Videotaped sales presentation	30%
Attendance/participation	10%
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	100%

TESTS AND EVALUATION INSTRUMENTS:

All tests must be written. Students who are absent from a test must provide an acceptable explanation and documentation. Students who miss a test without explanation or documentation will be assigned a mark of zero for that test and all marks will be averaged rather than taking the best three tests out of four. All written and videotaped material must be grammatically correct. You will be permitted to have a dictionary with you during tests.

GRADING:

A+ (90-100%)	Consistently Outstanding
A (80- 89%)	Outstanding Achievement
B (70- 79%)	Consistently Above Average Achievement
C (55- 69%)	Satisfactory or Acceptable Achievement
R (under 55%)	Repeat. The objectives of the course have not been achieved and the course must be repeated.

TEXTBOOK(S):

Selling Today - A Personal Approach, Gerald L. Maning, Barry L. Reese, W.C. Brown

How to Win Friends and Influence People, Dale Carnegie, Pocket Books

MATERIALS REQUIRED:

One blank VHS videotape.

TIMEFRAME 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 student learning objectives are included in the chapter previews.

Week 1	Chapters 1,2 and 3 (speed read)
Week 2,3	Chapters 4,5 and 6
Weeks 4,5	Chapters 7 and 8
Weeks 6,7	Chapters 9,10 and 11
Weeks 8,9,10,11	Chapters 12,13,14,15,16 and 17
Weeks 12,13,14,15	Developing a sales presentation on videotape