

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Managing Goals and Objectives

CODE NO. : INS 152

PROGRAM: 634D – Inside Sales Agent

AUTHOR: Gordon Nisbet

DATE: July 1, 2009 **PREVIOUS OUTLINE DATED:**

APPROVED:

“Corey Meunier”
CHAIR

DATE

TOTAL CREDITS:

PREREQUISITE(S):

HOURS: 8

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For additional information, please contact Corey Meunier, Chair
School of Technology & Skilled Trades
(705) 759-2554, Ext. 2610

I. COURSE DESCRIPTION:

Managing Goals and Objectives is eight (8) hours of e-learning with the goal to educating contact centre apprentices on how to maintain and expand business relationships and company market share.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Develop marketing and sales objectives.
2. Describe margin levels.
3. Outline procedures to adjust sales strategies.
4. Describe target marketing.
5. Explain sales audits.
6. Describe the benefits of call monitoring.
7. Explain the procedures for hitting all sales points.
8. Explain “up selling”.

III. TOPICS:

1. Marketing and Sales
2. Call Monitoring
3. Upselling
4. Addressing All Sales Points

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Access to the Aristotle Learning Platform through a Sutherland secure computer.

V. EVALUATION PROCESS/GRADING SYSTEM:

1. Four Quizzes = 5% each
2. Final Assessment = 80%

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:**Disability Services:**

If you are a student with a disability (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with Lisa Petingalo, Human Resources Manager. Visit Lisa in the Human Resources Office or email her at lisa_petingalo@suth.com.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Communication:

The College considers **Aristotle** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in academic dishonesty will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide an unofficial transcript and course outline related to the course in question.

Credit for prior learning will also be given upon successful completion of a challenge exam or portfolio.