

Course Outline

COURSE: MKTG 102 **DIVISION:** 50 **ALSO LISTED AS:**

TERM EFFECTIVE: Fall 2011 **Inactive Course**

SHORT TITLE: TECHNIQ OF SELLING

LONG TITLE: Techniques of Selling

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

COURSE DESCRIPTION:

The principles and techniques involved in creative selling of products and services. Characteristics of effective selling, reports, territories, and quotas. Emphasis on securing prospects, the selling process, handling objections and inquiries, closing the sale, and follow-up. **ADVISORY:** Eligible for English 250 and English 260.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

L - Standard Letter Grade

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

02 - Lecture and/or discussion

STUDENT LEARNING OUTCOMES:

1. To assist the student in developing the communicative skills required of living with others.
2. To assist the student in developing the resources to obtain full utilization of his time in vocational as well as leisurely pursuits.

3. To assist the student in becoming an adjusted member of their family and community, and a contributor toward the security of each.

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Inactive Course: 04/25/2011

- | | | | |
|--------------------------------------|---|---------------------------------------|----------|
| 1 | 3 | Introduction/Definitions | |
| 2 | 3 | Job and Personal Characteristics | Ch 1, 2 |
| 3 | 3 | Markets and Buying Motives | Ch 3, 4 |
| 4 | 3 | Sales Preparation | Ch 5 |
| 5 | 3 | *Oral Reports/Product Knowledge | |
| 6 | 3 | Communications | Ch 6 |
| *Written Report/Company Information | | | |
| 7 | 3 | MIDTERM | |
| 8 | 3 | Prospecting and Approaching | Ch 7, 8 |
| *Written Assignment/Business Letter | | | |
| 9 | 3 | Sales Presentation and Selling Aids | Ch 9,10 |
| 10 | 3 | Sales Objections | Ch 11 |
| 11 | 3 | *Oral Reports/Sales Aids | |
| *Written Assignment/Sales Outline | | | |
| 12 | 3 | Closing the Sale | Ch 12 |
| 13 | 3 | MIDTERM | |
| *Written Assignment/Sales Evaluation | | | |
| 14 | 3 | Customer Goodwill and Sales Ethics | Ch 13,14 |
| 15 | 3 | Phone Sales and Sales Promotion | Ch 15,16 |
| 16 | 3 | *Oral Exercise/Phone Selling | |
| *Oral Reports/Sales Promotion | | | |
| 17 | 3 | *Written Assignment/Resume and Letter | |
| 18 | 3 | FINAL SALES REPRESENTATIONS | |

COURSE OBJECTIVES:

1. To assist the student to gain a knowledge and understanding of the characteristics, range, and earnings of occupations with particular reference to types and amounts of interest and abilities required.
2. To assist the student to become aware of occupational trends as affected by age and population changes, technological improvements, and changes in consumer demands.
3. To assist the student to gain a knowledge of dependable agencies and methods for assistance in securing employment following training.
4. To assist the student to learn the principles and practices of salesmanship and to prepare either for a sales career or

METHODS OF INSTRUCTION:

Lecture: demonstrations by students and others on sales techniques. Students will give oral presentations to class; demonstrations will be used to illustrate good and bad technique. Films, case study

analysis, guest lecture as per request.

METHODS OF EVALUATION:

Grades will be given according to the number of points earned.

Product Report, Company Report, Business Letter, Sales Outline, Selling Aid, Sales Evaluation, Promotion, Phone Sales, Personal Resume - 25 points possible for each of the above.

2 Midterms @ 200 points possible

Final Sales Promotion @ 100 possible points

** Note one extra project as optional or for extra points. All assignments will be discussed at least 2 weeks before due date.

REPRESENTATIVE TEXTBOOKS:

^uCreative Selling Today^s, 2nd edition by Stan Rossen

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 199650

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: I

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: MKTG

CSU Crosswalk Course Number: 102

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: B

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000246382

Sports/Physical Education Course: N
Taxonomy of Program: 050600