**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

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<th>Type</th>
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**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

11/7/2012
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:
"Creative 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