

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Principles of Selling
COURSE NUMBER	BUSN 0266
DIVISION	Math, Science, Business & Technology
DEPARTMENT	Business
CIP CODE	24.0199, 52.0201
CREDIT HOURS	3
CONTACT HOURS/WEEK	Class: 3
PREREQUISITES	None
COURSE PLACEMENT	Students must meet the correct placement measure for this course. Information may be found at: https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html

COURSE DESCRIPTION

This course is a comprehensive introduction to the principles of selling and the role of the professional salesperson in the marketing process. It includes the characteristics and skills necessary for success in sales; techniques for identifying sales prospects and qualifying buyers; the importance of relationship building, product knowledge, and post-sales service in long-term, consultative-style selling; territory and sales management; and selling in the global marketplace.

Effective Spring 2005, if you are a Business major, you must have a "C" or better in all business courses to meet the requirements of the business degree program.

PROGRAM LEARNING OUTCOMES

AAS Marketing

1. Explain concepts related to the four Ps of marketing (Price, Product, Promotion, and Place) and demonstrate how they contribute to the overall operation of an organization.
2. Analyze, organize, and execute basic business and marketing strategies.
3. Describe how internal and external forces impact the various departments within an organization – to include operations, finance, marketing, production and human resources.
4. Apply marketing principles to business and marketing issues.

TEXTBOOKS

<http://kckccbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. Developing a Personal Selling Philosophy
 - A. Relationship Selling Opportunities in the Information Economy
 - B. Evolution of Selling Models
- II. Developing a Relationship Strategy
 - A. Creating Value with a Relationship Strategy
 - B. Communication Styles
 - C. Ethics
- III. Developing a Product Strategy
 - A. Creating Product Solutions
 - B. Product-Selling Strategies That Add Value
- IV. Developing a Customer Strategy
 - A. The Buying Process and Buying Behavior
 - B. Developing and Qualifying a Prospect Base
- V. Developing a Presentation Strategy
 - A. Adaptive Selling
 - B. Determining Customer Needs
 - C. Creating Value with the Consultative Presentation
 - D. Negotiating Buyer Concerns
 - E. Adapting the Close and Confirming the Partnership
 - F. Servicing the Sale and Building the Partnership
- VI. Management
 - A. Opportunity Management
 - B. Sales Force Management

COURSE LEARNING OUTCOMES

Upon successful completion of this course, the student will:

- A. Be able to know the key terms of selling and how they relate.
- B. Be able to define how to develop a relationship strategy.
- C. Be able to define how to develop a product strategy.
- D. Be able to define how to develop a customer strategy.
- E. Be able to define how to develop a presentation strategy.
- F. Be able to define how to close and service the sale.
- G. Be able to define sales management.
- H. Be able to show how telemarketing, the internet, and social media relate to today's selling.

- I. Be able to show ethical considerations in selling.
- J. Be able to show how the global marketplace relates to today's selling.

ASSESSMENT OF COURSE LEARNING OUTCOMES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.