Course Syllabus

Department: Business

Date: December 7, 2012

I. Course Prefix and Number: BUS 142

   Course Name: Professional Selling

   Credit Hours and Contact Hours: 3 contact hours 3 credit hours

   Catalog Description including pre- and co-requisites: no prerequisite

This course is a study of the fundamentals of professional selling as a prerequisite to success in retailing and business occupations. Emphasis is placed on acquiring effective communication skills, self-confidence, and basic selling techniques through practical demonstration, on-site observation, and practice in retail settings. The importance of product knowledge, customer buying motivations, and the role played by the salesperson in the store’s total image are examined.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable: This course is required for A.A.S. –Marketing majors. This course may also be taken for Business elective credit or General elective credit.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

   Upon completion of this course, the student will be able to:

   Perform competently and confidently in a retail sales setting
   Describe the job activities of salespeople
   Explain the terms marketing and marketing concept
   Explain why an organization should listen to its customers
   Know when and how to use a trial close
   List several factors that influence the customer’s buying decision
   Explain the communication process
   Describe barriers to effective sales communication
   Explain why you should welcome a prospect’s objections
   Explain when to close
   State why service and follow-up are important to increasing sales
   Discuss how follow-up and service result in improved sales
   Discuss the importance of personal selling in retailing
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- writing
- oral communications
- reading
- mathematics
- critical thinking
- computer literacy
- ethics/values
- citizenship
- global concerns
- information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing</td>
<td>Student will complete written sales proposals and/or papers with the option for revisions.</td>
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<tr>
<td>Oral Communications</td>
<td>Students will discuss class concepts; students will participate in class presentations</td>
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<tr>
<td>Reading</td>
<td>Student will read assigned chapters in the course textbook and provide written answers to discussion questions.</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will take tests and/or quizzes which include short answer or essay type questions.</td>
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<tr>
<td>Ethics and Values</td>
<td>Students will develop an ethical sales presentation.</td>
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IV. Instructional Materials and Methods

TYPES OF COURSE MATERIALS

REQUIRED READING: The College Bookstore lists the current text being used in this class.

METHODS OF INSTRUCTION

This course will be taught by lecture and discussion of reading materials, supervising and instructing students in role playing, discussing case studies and homework assignments, and review and critique of final role-play exercise.
V. GENERAL OUTLINE OF TOPICS COVERED

Careers in professional selling
Relationship marketing
The psychology of selling
The personal communication process
Acquiring sales knowledge
Elements in a great sales presentation
Understanding and handling objections
Understanding and perfecting “closing the sale”
Customer service and follow-up for customer retention
Challenges and rewards of retail selling