Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 352

Course Title: Personal Selling and Sales Management

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: Emphasis on techniques and skills of personal selling. Sales presentations required. Offered odd Spring.

Prerequisite(s)/Corequisite(s): MKTG 310.

Text(s): Most current edition of the following:


Course Objectives:

- To gain an understanding of personal selling as a major function within the marketing and promotional mix of a firm.
- To understand buyer behavior.
- To be familiar with the principles of selling.
- To be able to identify the major components of a sales presentation.
- To understand what makes an effective sales presentation.

Measurable Learning Outcomes:

- Develop complete pre-approach information.
- Design an effective sales approach.
- Determine wants/needs of the customer.
- Select and prepare appropriate selling tools for demonstration.
- Explain the handle sales resistance.
- Develop and use a trial close.
- Develop and use appropriate closing techniques.
- Use suggestive selling.
- Demonstrate techniques of servicing the sale.

Topical Outline (major areas of coverage):

Every Business Administration course includes a written and oral presentation component.

- Developing a Personal Selling Philosophy
- Relationship Strategy
- Product Strategy
- Customer Strategy
- Presentation Strategy
- Management of Self and Others

Recommended maximum class size for this course: 35
Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Roberta Uhrig

Name ___________________________ Signature ___________________________

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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