

## Master Syllabus

### MRK 2225 - Sales Fundamentals

**Division:** Business and Public Services

**Department:** Management

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Date Revised:** October 2013

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### Course Description:

Along with exploring potential career opportunities, this course introduces students to the approaches and philosophies used by successful sales professionals. Topics such as identifying and communicating with prospects, identifying needs, matching presentation styles to the situation, handling objections, closing techniques and long-term relationship building strategies will be explored.

### General Education Outcomes:

- Critical Thinking/Problem Solving
- Oral Communication
- Written Communication
- Values/Citizenship/Community
- Information Literacy

### Course Outcomes:

#### Terminology and Concepts

Apply basic terminology and concepts used in personal selling.

**Assessment Method:** Locally developed exams

**Performance Criteria:** Achieve a 70% or better on a locally developed exam.

#### Sales Management

Develop appropriate recommendations for personal, territory and employee sales management situations.

**Assessment Method:** Simulations

**Performance Criteria:** Achieve 70% or better on case studies based on departmental rubric.

#### Sales Presentation

Create a sales presentation that is appropriately tailored to the situation and demonstrates each stage of the sales process.

**Assessment Method:** Simulations

**Performance Criteria:** Achieve 70% or better on sales presentation project based on departmental rubric.

### Outline:

The field of selling  
Building partnering relationships  
Knowledge and skill requirements  
Ethical and legal issues in selling  
Buying behavior and the buying process  
The partnership process  
Prospecting  
Planning the sales call  
Responding to objections  
Negotiations  
The salesperson as a manager  
Managing personal time and territory