

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

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