



# EFFECTIVE: JANUARY 2012 CURRICULUM GUIDELINES

A. Division: Academic Effective Date: January 2012

B. Department / Program Area: Commerce & Business Admin.  
Bachelor of Business Administration (Applied Marketing Management Stream)

Revision  New Course

If Revision, Section(s) Revised: A, K  
Date of Previous Revision: November 2010  
Date of Current Revision: October 2011

C: MARK 4390 D: Professional Sales E: 3

Subject & Course No.	Descriptive Title	Semester Credits
<p><b>F:</b> Calendar Description:</p> <p>Marketing 4390 is an advanced course in professional selling. Emphasis will be placed on the development of skills in qualifying sales opportunities, self-management, negotiation and the preparation of sales proposals and presentations. Students will explore the nuances of selling to multiple buyers and complicated sales situations. As part of the course work, the students will be assigned to a real-life professional selling project with a local non-profit organization where they will be responsible for managing the sales process for a select number of prospects.</p>		
<p><b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>Lectures and Seminars</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours</p> <p>Number of Weeks per Semester:</p> <p>14 Weeks X 4 Hours per Week = 56 Hours</p>	<p><b>H:</b> Course Prerequisites:</p> <p>MARK 1120 (Introductory Marketing) and MARK 2150 (Personal Selling) or permission of instructor</p>	
	<p><b>I:</b> Course Corequisites:</p> <p>None</p>	
	<p><b>J:</b> Course for which this Course is a Prerequisite</p> <p>None</p>	
	<p><b>K:</b> Maximum Class Size:</p> <p>35</p>	
<p><b>L:</b> PLEASE INDICATE:</p> <p><input type="checkbox"/> Non-Credit</p> <p><input type="checkbox"/> College Credit Non-Transfer</p> <p><input checked="" type="checkbox"/> College Credit Transfer:</p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a>)</p>		

**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. Explain the various components of the sales process and buying process.
2. Describe the ebbs and flows of a professional salesperson (dealing with rejection and objections as well as the positives of completing a successful sales engagement).
3. Verify whether professional sales is a career path they will consider upon completion of their studies at the College.
4. Demonstrate a historical understanding of the evolution of professional selling in North America with a focus on the proper role of ethics in relationship and partnership selling.
5. Discuss the Request For Proposal (RFP) process as a part of organization to organization (B2B) selling.

**N:** Course Content:

1. The history of modern selling
2. The complete sales process
3. Skills and practice of presentation skills
4. Sales field work with a not-for-profit organization
5. Investigating industries and their sales methodologies
6. Ethics and their role in professional selling
7. Requests For Proposals and institutional selling, particularly in the public sector

**O:** Methods of Instruction

The course will involve a blend of lectures, discussions, videos, cases, on-line activities, and seminars. Presentations by students are an integral part of the course.

**P:** Textbooks and Materials to be Purchased by Students

Friedman, W. (2004). *Birth of a salesman*. Cambridge MA: Harvard University Press  
 Dugdale, K., Lambert, D. (2007). *Smarter Selling*. Harlow UK: Prentice Hall  
 Weissman, J., (2009). *The Power Presenter*. Hoboken NJ: Wiley  
 Or other texts as selected by the Instructor

**Q:** Means of Assessment

Individual Assignments (at least two)	20%
Industry overview project	10%
Course sales project	40%
Tests & Final examination	20%
Course participation	<u>10%</u>
	<u>100%</u>

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

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Course Designer(s): **David Moulton**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Julie Crothers**

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Registrar