



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – Fall 2007

BA 2070 Personal Selling

3(3-0-0) UT [45 hours]

Instructor Cibylla Rakestraw

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Tuesdays & Thursdays: 1:00 –
2:30 pm

Office Hours By appointment at other times,
or on a drop in basis if I'm free

Prerequisite(s)/corequisite(s):

BA1090 or the consent of the instructor

Required Text/Resource Materials:

Manning, G., Reece, B., MacKenzie, H. (2007). *Selling Today; creating customer value (Fourth Canadian Edition)*. Upper Saddle River: Prentice Hall

Description:

This course is designed to familiarize students with the principles, concepts and terminology of personal selling. Lectures examine the sales process, paying particular attention to developing a relationship approach to the sales transaction. Students will participate in a marketing project that will allow them to experience the process of prospecting, presenting and closing the sale.

Credit/Contact Hours:

BA 2070 consists of two 80 minute classes weekly.

Delivery Mode(s):

Instructional methods will include lectures, guest presentations, media presentations, discussions, student presentations and intensive group work.

Objectives:

1. To acquaint students with terminology, techniques, concepts and experience of personal selling.
2. To develop understanding of the importance of positive attitudes and enthusiasm towards personal selling.
3. To develop effective listening and questioning skills.
4. To explore the value of integrity, caring and honesty as they apply to the sales context.
5. To experience the outcomes and rewards of persistence and industriousness in the realm of personal selling.

Transferability:

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanogan College.

Grading Criteria:

Sales Assignments	35%
Class Presentation	15%
Quizzes	30%
Self/Partner Assessment	10%
Book review	10%

Class Participation/Attendance

Regular attendance and constructive participation will be key to the success of this course. We can learn a great deal from each other's experiences and different methods of communication, which is the foundation of this course.

Sales Assignments

In pairs, you will sell career fair booth space (Career Fair will take place in March 2008 at Grande Prairie Regional College) to businesses (prospects) in the community. Throughout this process, students will keep a journal that will serve as an exploration of your experience with the projects and will include both successes and failures. A list of thoughtful questions will be provided to help guide you through the journal entry process. Each pair will be required to approach a minimum of 6 businesses in the community. The journal entries will consist of bringing together the main project of the course.

Class Presentation

Near the end of the course, each pair will give a brief presentation to the class. The presentation will contain what has been learned from the selling experience as well as any selling tools that were found to be particularly effective and why. Those tools that were found to be ineffective and why will also be presented.

Self/Partner Assessment

Since students will be working closely with a partner, this project provides learners the opportunity to assess and provide constructive comments regarding their own effectiveness and work ethic as well as that of the partner.

Book Review

Students will receive a list of books related to selling at the beginning of the course. Each student will select a book to review, read it, and prepare a written review that will be given to each student in the class.

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	95 – 100	EXCELLENT
A	4	90 – 94	
A⁻	3.7	85 – 89	FIRST CLASS STANDING
B⁺	3.3	80 – 84	
B	3	75 – 79	GOOD
B⁻	2.7	70 – 74	
C⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
September 7, 10, 14	Course Outline, Introduction to personal selling and personal selling opportunities, Management of self	Ch. 1, 2 & 16
September 17, 21	Quiz 1 Creating value Communication Styles	Ch. 3 & 4
September 24, 28	Ethics Creating product solutions	Ch. 5 & 6
October 1, 5	Quiz 2 Product selling strategies that add value The buying process and buyer behaviour	Ch. 7 & 8
October 12, 15	Quiz 3 Developing a prospect base Approaching the customer	Ch. 9 & 10
October 19, 22	Quiz 4 Creating the consultative sales presentation Creating value with the sales demonstration	Ch. 11 & 12
October 26, 29, November 2	Negotiating buyer concerns Closing the sale	Ch. 13 & 14
November 5, 9, 16, 19	Project work	
November 23	Servicing the sale	Ch. 15
November 26, 30	Quiz 5 Project follow-up	
December 3, 7, 10, 14	Class presentations	

Examinations:

There will be five in-class quizzes periodically during the course.

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.