

Grande Prairie Regional College  
Department of Business Administration  
Course Outline

DA 2070 - Personal Selling and Public Relations

Fall 1997

**Instructor:** Heather Willis

**Office:** C 301

**Telephone:** 539-2791

**Office Hours:** Monday, Wednesday, Friday 1:00 - 2:00 p.m.  
or by appointment

**Texts:** Anderson, Rolph. Essentials of Personal Selling;  
1st Edition; Prentice Hall: New Jersey; 1995.

Smith, Jeanette. The New Publicity Kit. New York:  
John Wiley and Sons, 1995.

Both texts will be used extensively; you will need  
to buy them and do the assigned reading.

**Course Description:** This course is a blend of the principles of personal  
selling and public relations. Lectures examine the  
sales process, paying particular attention to  
prospecting, the pre-approach, the approach, the  
sales interview, buyer resistance, and closing.  
Emphasis is then shifted to the topic of public  
relations, focusing upon the firms's various public  
and media relations. Sessions are augmented with  
films and guest lecturers when appropriate.

**Course Objectives:**

1. To acquaint students with terminology,  
techniques, and techniques and concepts of  
salesmanship and public relations.
2. To outline role of salesmanship and public  
relations with overall marketing framework.
3. To develop understanding of the importance of  
positive attitudes and enthusiasm towards  
personal selling and public relations  
processes.
4. To acquaint students with listening and  
probing techniques.
5. To identify value of integrity, caring, and  
honesty as they apply to salesmanship and  
public relations.

6. To familiarize students with outcomes and rewards of persistence and industriousness in realms of salesmanship and public relations.
7. To comprehend meaning of the word customer in its fullest context.

<b>Grading:</b>	<b>Quizzes.....</b>			<b>40%</b>
	Sept 12	Sept 26	Oct 10	
	Oct 31	Nov. 7	Nov. 28	
	Best 5 of 6 will count			
	Questions will be mostly multiple choice, reverse definitions, and short answer			
	Closed book			
	<b>Assignments.....</b>			<b>40%</b>
	Sales Role Play (Oct.14-17, 27)	(20%)		
	PR Project ( Dec. 3)	(20%)		
	<b>Take Home Exams.....</b>			<b>20%</b>
	Sales (Oct. 17)	(10%)		
	PR (Dec. 10)	(10%)		

**Ground Rules:**

1. All assignments are due at the beginning of class on the due date.
2. If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 15% per day late penalty applied to the assignment grade.
4. All hand-in assignments must be word processed or typewritten.
5. You are expected to attend ALL scheduled classes unless otherwise told. If you must miss a class, please talk to me about it, preferably beforehand. You are responsible for obtaining any notes or handouts you have missed.

**NOTE:** You should treat class attendance like you would treat paid work attendance. Instructors, like employers, expect an explanation for any absences.

### REVISED CLASS SCHEDULE

Sept. 5	Course outline Introduction	
Sept. 8,10,12	Professional Salespeople Ethics, Communications Quiz #1 (Sept. 12)	<u>Selling</u> Ch 1,2 <u>Selling</u> Ch 3,6
Sept. 15,17,18	Prospecting/Qualifying Pre-Approach/Approach	<u>Selling</u> Ch 7 <u>Selling</u> Ch 8
Sept. 22,24,26	Sales Presentations Negotiating Resistance Quiz #2 (Sept. 26)	<u>Selling</u> Ch 9 <u>Selling</u> Ch 10
Sept. 29 Oct. 1,3	Closing the Sale Follow up and Servicing	<u>Selling</u> Ch 11 <u>Selling</u> Ch 12
Oct. 6,8,10	Sales Wrap Up Quiz #3 (Oct. 10)	
Oct. 15, 17	Role Plays Take Home (Oct. 17)	
Oct. 20,22,24	Introduction Public Relations Introduction Publicity	<u>Pub. Kit</u> Ch 1,2
Oct. 27,29,31	Sales Analysis Report (Oct. 27) The Publicity Program Media Relations Quiz #4 (Oct. 31)	<u>Pub. Kit</u> Ch 3,4,5
Nov. 3,5,7	Publicity Writing Feature Writing Quiz #5 (Nov. 7)	<u>Pub. Kit</u> Ch 6,7,8
Nov. 10,12,14	Mechanics The Press Kit	<u>Pub.Kit</u> Ch9,10,11
Nov. 17,19,21	Events	<u>Pub. Kit</u> Ch 12,13
Nov. 24,26,28	Press Conferences Distribute Take Home Final Quiz #6 (Nov. 28)	
Dec. 1,3	Catch up Internet Marketing (time permitting) PR Project (Dec. 3)	
Dec .10	Take Home due	