

*Grande Prairie Regional College  
Department of Business Administration*

SEP 13 2000

*BA 2070 Personal Selling (3-0, 3 credits)*

Course Outline Fall 2000

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<b>Office Hours:</b>	Tuesday & Thursday, 2:30 - 4:00 p.m. or by appointment
<b>Required Text:</b>	Manning, Gerald L., Reece, Barry L., & Mackenzie, H.F. (Herb). (1998), <u>Selling Today, Building Quality Partnerships</u> (2nd. Cdn. Ed.), Scarborough, Ont.: Prentice Hall.

This text provides the bulk of material you will study for this course and will be used extensively. I may also provide you with handouts, articles, case studies, or other materials. These are to be read and prepared, as you would a textbook chapter. If in-class time is to be used effectively, you should do the required reading before class.

**Prerequisite:** BA1090 or consent of instructor

**Course 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 prospecting, the pre-approach, the approach, the sales interview, buyer resistance, and closing. Sessions are augmented with films, guest lectures, and case studies, when appropriate. Students will participate in a sales simulation/role play that will allow them to experience the process of prospecting, presenting, and closing the sale.

**Course Format:**

BA 2070 consists of 160 minutes of weekly instruction Tuesday and Thursday, 1:00 - 2:20 p.m. The class work will include a combination of lectures, class discussions, videos, group work and presentations, and guest speakers.

### **Course Objectives:**

The objectives for this course are:

- To acquaint students with the terminology, techniques, and concepts of personal selling;
- To familiarize students with the four broad strategic areas of personal selling;
- To outline the role of personal selling in the overall management/marketing framework;
- To understand the expanding role and use of technology in the area of personal selling;
- To demonstrate the value of persistence, integrity, and honesty in all selling activities;
- To develop an understanding of the communication skills, in particular listening and probing techniques, used in the personal selling process;
- To comprehend the true meaning of the word "Customer".

### **University Transferability:**

Some universities and many professional organizations (e.g. PMAC) will accept this course as credit. Check with the receiving university or institution for confirmation.

### **Course Evaluation:**

The following components will determine your grade:

Class Participation	10%
Marketing Fundamentals Quiz	5%
Tests (2@15%)	30%
Sales Simulation/Role Play	35%
Final	20%

#### ***Participation***

To get the most out of this class, regular attendance and active participation is required. In addition, your classmates' learning can be improved by your constructive participation in class. Attendance will be taken at each class, and I will monitor your active and constructive contribution to the class' learning. Your participation grade, worth 10% of the final grade, will reflect both of these components.

#### ***Marketing Fundamentals Quiz***

The first two classes will go through the basics of marketing. The purpose of this is to review and re-familiarize you with the terminology and fundamental concepts of marketing that you learned in BA 1090. You will inevitably need to recall these basics so you can apply them in your second-year marketing courses. The Fundamentals Quiz will be composed of reverse definitions and multiple-choice questions, and will represent 5% of your final grade.

### **Tests**

There will be 2 Tests, each worth 15% each, and will therefore contribute to 30% of your final grade. The purpose of these quizzes is to ensure that you have learned the material presented before we continue forward in the course. Each section quiz will consist of a combination of multiple-choice and/or reverse definitions, a number of short answer questions, and a couple long answer questions. They will take approximately 75 minutes to complete.

### **Sales Simulation/Role Play**

The purpose of this component is to provide you with a realistic opportunity to apply the major concepts that you will learn in this course. This role-play and simulation provides a bridge between classroom instruction and the real world of personal selling. In groups of 4, you will prepare a series of four assignments.

Each of the assignments has a written component and assignments 2, 3, and 4 will also involve role-plays. This part of the course is worth 35% of your total grade with the individual assignments being assigned the following weights: Assignment #1 (due Oct. 3) - 10%, Assignment #2 (due Oct. 19) - 5%, Assignment #3 (due Oct. 26) - 5%, Assignment #4 (due Nov. 28, 30) - 15%. Details of the individual assignments will be provided to you on a separate handout.

*\*\* Alternatively, you may wish to create you own personal selling project, whereby instead of role playing and simulating a sales opportunity in the classroom, you actually get involved and participate in personally selling a product or service in the community. Please talk to me about this before pursuing.*

### **Key Dates for BA 2070:**

Sept. 19	Marketing Fundamentals Quiz
Oct. 3	Assignment #1
Oct. 5	Test #1 (Chapters 1-6)
Oct. 17/19	Assignment #2 & Role Play
Oct. 24/26	Assignment #3 & Role Play
Nov. 9	Test #2 (Chapters 7-11)
Nov. 28 & 30	Assignment #4 & Role Play
Dec. 11 - 20	Final Exam (TBA)

### The Road To Success in BA 2070:

- **Read** the textbook before the material is covered in class.
- **Attendance** is critical for success in BA 2070.
- **Participate** actively in all in-class discussions and activities.
- **Learn** from your classmates.
- **Be** constructive, not critical.
- **HAVE FUN WHILE LEARNING!**

### Fall 2000 Course Schedule - Section A2

Week	Date	Readings
1	September 7	Introduction, Course Outline
2	September 12, 14	Review Marketing Fundamentals
3	September 19, 21	MF Quiz, Chapters 1, 3, 4
4	September 26, 28	Chapters 5, 6
5	October 3, 5	Chapter 7, Test #1
6	October 10, 12	Chapter 8
7	October 17, 19	Chapter 9, Role Plays (Assign. #2)
8	October 24, 26	Chapter 10, Role Plays (Assign. #3)
9	October 31, Nov. 2	Chapter 11
10	November 7, 9	Chapter 12, Test #2
11	November 14, 16	Chapter 13
12	November 21, 23	Chapter 14
13	November 28, 30	Role Plays (Assign. #4)
14	December 5, 7	Chapter 16, Review
15	December 11 - 20	Final Exam (TBA)