

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

**BA 2070A3 - PERSONAL SELLING AND PUBLIC RELATIONS**

**TEXT:** Personal Selling; 1st Edition; O'Connor, Patrick; MacMillan (Collier) Canada Publishers; 1990.

Public Relations; 1st Edition; Norris, James S., Prentice Hall; Englewood Cliffs, New Jersey, 1984.

**PREREQUISITE:** BA 1090 or consent of Instructor.

**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 shift to the topic of public relations, focusing upon the firm's various publics and media relations. Sessions are augmented with films and guest lectures where appropriate.

**COURSE OBJECTIVES:**

- i) To acquaint students with terminology, techniques and concepts of salesmanship and public relations.
- ii) To outline role of salesmanship and public relations with overall marketing framework.
- iii) To develop understanding of the importance of positive attitudes and enthusiasm towards personal selling and public relations processes.
- iv) To acquaint students with listening and probing techniques.
- v) To identify value of integrity, caring and honesty as they apply to salesmanship and public relations.
- vi) To familiarize students with outcomes and rewards of persistence and industriousness in realms of salesmanship and public relations.
- vii) To comprehend meaning of the word customer in its fullest context.

**GRADING:** 1. Final grades will be compiled in the following manner:

Quizzes	40% (i.e. 4 @ 10%)
Term Assignments	30% (i.e. 2 @ 15%)
Final Exam	<u>30%</u>
TOTAL	100%

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2. Schedule of Quizzes

- January 26th - Quiz #1
- February 16th - Quiz #2
- March 21st - Quiz #3
- April 13th - Quiz #4

3. Term Assignment Due Date

- a. Personal Selling - Feb. 16th
- b. Public Relations - April 13th

COURSE  
CONTENT:

1. PERSONAL SELLING

a. UNIT ONE (Chapters 2, 3)

i) Topics

- Understanding Yourself and Others
- Communication Styles
- Positive Self Image

b. UNIT TWO (Chapters 7, 8, 9, 10, 11)

i) Topics

- Identifying Prospects
- Qualifying the Prospect
- Sales Presentation
- Sales Demonstration
- Negotiating Resistance
- Closing the Sale
- Servicing the Sale

2. Public Relations

a. UNIT ONE

i) Topics

- What is Public Relations?  
Perceptions? Attitudes?
- Public Relations Tools (Methods)
- News and Feature Writing
- Communications Plan

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b. UNIT TWO

i) Topics

- Media Relations
- Media Communications
- Media Conference and Receptions
- Photography, Interviews, Briefings
- Media Packages
- Working Relationships with Media
- Community Relations
- Internal Communications
- Entry Position Skills in Public Relations