



ANTELOPE VALLEY COLLEGE

Academic Affairs  
Course Outline of Record

Academic Affairs Only

- New Course
- COR Revision 5/31/07
- COR Update
- Pre Req/Advisories 5/31/07
- Other Changes
- Effective Date

**COURSE SUBJECT & NUMBER:** MKTG 121

**COURSE NAME:** \*Salesmanship

**COURSE UNITS:** 3.0 **COURSE HOURS:** 3.0

**COURSE REQUISITES:** *(Follow format of similar courses found in the college catalog.)*

Advisory: Completion of MKTG 101 and Eligibility for READ 099 and ENGL 099.

**COURSE DESCRIPTION:** *(Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.)*

Students will study selling as a creative and persuasive process needed by marketers, business students, and practitioners. The student will understand and appreciate the importance of the techniques of sales to all facets of business. (GSU,AVC)

**COURSE OBJECTIVES:** *(Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.)*

**Upon completion of course, the successful student will be able to:**

1. Demonstrate a satisfactory sales presentation.
2. Explain the importance and the development of motivation and confidence.
3. Describe what makes a successful salesperson.
4. Explain how professional selling is an integral part of the marketing plan.

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**COURSE CONTENT:** *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

- I. Introduction
  - A. The History of Sales
  - B. The Challenge of Sales
  
- II. Selling as Part of the Marketing Plan
  - A. How to Identify the Target Market
  - B. Selling to the End User
  - C. Selling to Another Business
  
- III. How to Develop Selling Skills
  - A. How to Understand Buyer Behavior
  - B. How to Plan Sales Presentations
  - C. How to Make a Sales Presentation
  
- IV. Building Partnerships
  - A. Working with the Customer in a Team Environment
  - B. Selling for Long Term Growth and Profit
  
- V. Sales Management
  - A. Managing Your Time
  - B. Managing Your Resources
  - C. Managing the Sales Force

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**TYPICAL HOMEWORK ASSIGNMENTS: READING, WRITING, COMPUTATIONAL, OTHER**

*This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a "Model Outline" in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.*

**1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:**

Students will be required to read approximately 15-25 pages from the textbook weekly. Additional reading assignments will include appropriate articles and examples of various marketing and sales strategies.

**2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:**

Writing assignments may include:

- Assigned textbook problems and exercises
- One two-to-three page paper describing and demonstrating the importance of effective sales techniques in various business settings
- Two group projects on developing a sales program for a product or service, submitted in written form

**3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:**

None

**4. Describe other types of homework assignments that students may be asked to complete; note if any are required:**

Outside the course, students will interview one sales professional and present the findings to the class.

**5. Describe those critical thinking skills that are derived from assignments listed above; be sure that they reflect course objectives.**

Students will compare and contrast different sales techniques and develop their own salesmanship philosophy. Students will differentiate between effective and ineffective sales techniques.

**6. For categories 1-4, describe the estimated time per week it would take a student to complete homework assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs. homework; etc. For example: reading textbook—2 hours; writing reports—3 hours.**

**Reading:** 3 hrs.

**Writing:** 2 hrs.

**Computational:**

**Other:** 1 hr.

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**METHODS OF INSTRUCTION:** *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, facilitate group work, etc. Do not list specific instructional equipment.)*

- Lecture and instructor led discussion
- Demonstration by instructor
- Instructor led analysis of case studies
- Instructor led small group assignments

**METHODS OF EVALUATION:** *(These must be clearly related to course content, assignments, and objectives in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

Students' grades will be determined by their ability to demonstrate understanding and retention of the basic elements of salesmanship, as evidenced by their completion of textbook exercises, group interview presentation, class participation, projects, and exams.

Students will be graded on their demonstrated proficiency in "problem solving exercises" (case studies) based on their readings, in-class discussions, and outside observations.

One two-to-three page paper will be graded based upon the student's ability to acquire, evaluate, personalize, and apply effective salesmanship techniques and philosophy.

The oral presentation will be required, but not graded. Group projects will be graded. Students will take a mid-term and a final exam to determine their knowledge and understanding of selling principles.

Short quizzes.

**Suggested Texts or other Instructional Materials** *(list several when possible; include title, author, publisher, date, and latest edition.)*

*Selling*, 6<sup>th</sup> Edition, Barton A. Weitz, Stephen B. Castleberry, and John F. Tanner, McGraw-Hill, (2007)