

## SYLLABUS

**DIVISION:** Business and Engineering Technology

**REVISED:** Spring 2014

**CURRICULA IN WHICH COURSE IS TAUGHT:** Marketing

**COURSE NUMBER AND TITLE:** MKT 110, Principles of Selling

**CREDIT HOURS:** 3 HOURS/WK    **LEC:** 3 HOURS/WK    **LAB:** 0    **LEC/LAB COMB:** 3

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- I. CATALOG DESCRIPTION:** Presents fundamental aspects of personal selling, sales, ethics, and selling methods. Emphasizes professional sales techniques. Provides hands-on training using cases, situation analyses, and student sales presentations.
- II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:**  
MKT 110 addresses the following Marketing program outcomes: DCC Marketing graduates will:
- demonstrate competency in presentation skills including organization, eye-contact, volume, pacing, and visual aids (i.e., PowerPoint);
  - demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
  - apply the strategic principles of selling to consumer buying behavior and marketing decisions as it relates to the marketing goals and objectives.
- III. REQUIRED BACKGROUND/PREREQUISITES:** This course has no general required course prerequisites. If students have developmental studies requirements ENF 1 must be completed prior to enrollment. ENF 2 may be taken concurrently.
- IV. COURSE CONTENT:**
- Salesmanship
  - Roles of a Salesperson
  - Sales Careers
  - Prospecting
  - Buying Decision Process
  - Customer Approach
  - Benefit Propositions
  - Relationship Building
  - Questions and Objections Handling
  - Closing
  - Suggestive Selling
  - Customer Relationship Management
- V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE** (Place X by all that apply)
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|----------|-----------------------------------|
| <u>X</u> | Communication                     |
| <u>X</u> | Critical Thinking                 |
| <u>X</u> | Cultural and Social Understanding |
| ___      | Information Literacy              |
| <u>X</u> | Personal Development              |
| ___      | Quantitative Reasoning            |
| ___      | Scientific Reasoning              |

**VI. LEARNER OUTCOMES****VII. EVALUATION**

<b>Selling Introduction</b> <ul style="list-style-type: none"><li>• Explain what selling is, its importance in business and relationship development.</li><li>• Explain the role of selling to economic growth.</li><li>• Understand the key components of selling activities.</li><li>• Recognize selling and communication skills terminology.</li></ul>	<ul style="list-style-type: none"><li>• In class and Internet exercises</li><li>• Digital quiz</li><li>• Written test</li></ul>
<b>Selling Careers</b> <ul style="list-style-type: none"><li>• Recognize the advantages and disadvantages of selling careers.</li><li>• Recognize the traits that are beneficial to a sales representative.</li></ul>	<ul style="list-style-type: none"><li>• In class and Internet exercises</li><li>• Digital quiz</li><li>• Written test</li></ul>
<b>Consumer Prospecting</b> <ul style="list-style-type: none"><li>• Understand the importance of customer prospecting.</li><li>• Recognize different types of customers.</li><li>• Recognize the various methods of prospecting.</li></ul>	<ul style="list-style-type: none"><li>• In class and Internet exercises</li><li>• Digital quiz</li><li>• Written test</li></ul>
<b>Customer Approaches</b> <ul style="list-style-type: none"><li>• Identify the various types of selling approaches.</li><li>• Understand the importance of first contact.</li><li>• Distinguish the variables that could affect prospect approaches.</li></ul>	<ul style="list-style-type: none"><li>• In class role-playing exercise</li><li>• Digital quiz</li><li>• Written test</li></ul>
<b>Customer Decision-making Processes</b> <ul style="list-style-type: none"><li>• Understand the steps involved in the buying decision process.</li><li>• Complete features to benefits value statements.</li><li>• Explain the importance of product/service features and benefits recognition.</li></ul>	<ul style="list-style-type: none"><li>• In class and Internet exercises</li><li>• Digital quiz</li><li>• Written test</li></ul>
<b>Customer, Company and Product Knowledge</b> <ul style="list-style-type: none"><li>• Understand the importance in customer, product, and company background knowledge.</li><li>• Understand how to conduct required research of customer, product, and company background.</li></ul>	<ul style="list-style-type: none"><li>• In class and Internet research exercises</li><li>• Digital quiz</li><li>• Written test</li></ul>
<b>Question and Objection Handling</b> <ul style="list-style-type: none"><li>• Understand the importance of objection anticipation and preparation.</li><li>• Understand the importance and role of asking questions in the selling process.</li><li>• Recognize the best methods of asking questions relative to the responses given by different types of customers.</li></ul>	<ul style="list-style-type: none"><li>• In class role-playing exercise</li><li>• Internet exercises</li><li>• Digital quiz</li><li>• Written test</li></ul>
<b>Closing the Sale</b> <ul style="list-style-type: none"><li>• Recognize the importance of closing a sale at the proper time in the customer relationship.</li><li>• Recognize the importance of follow-up.</li></ul>	<ul style="list-style-type: none"><li>• In class and Internet exercises</li><li>• Digital quiz</li><li>• Role-playing a selling presentation</li><li>• Written test</li></ul>
<b>Customer Relationship Management</b> <ul style="list-style-type: none"><li>• Understand the importance of creating life-time customer relationships.</li><li>• Conduct a selling role-playing activity.</li></ul>	<ul style="list-style-type: none"><li>• In class and Internet exercises</li><li>• Role-playing a selling presentation</li><li>• Written test</li></ul>