



SEP 09 2003
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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1219

Professional Sales 1

Hours/Week:	3	Total Hours:	36	Term/Level:	200020
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites: NONE

Course Objectives:

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

1. Explain the role of selling within a firm.
 2. Explain the difference between the various types of sales techniques.
 3. Develop and make a sales presentation.
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Evaluation

Sales Presentations	40% - (20% oral presentation – 20% written)
Exams	40% - (15% mid term – 25% final written)
Assignments	10%
Participation & Attendance	<u>10%</u>
TOTAL	100%

ATTENDANCE:

Regular attendance is required. Students must attend **at least 80%** of all classes unless other arrangements are made with the instructor. Failure to do so may result in the student being prevented from completing the course. Students missing classes are advised that it is their responsibility to get handouts, lesson notes, and assignment notes from other team members. The Instructor will not go over previous class lectures due to absences.

Course Summary:

Lectures, films and class discussions will be used to cover the mechanics of sales. Audio tapes may be used during the role playing periods to assist the students in developing the various sales skills presented in the course.

Topics to be covered during the course are:

- 1) Prospecting (Finding your customers)
- 2) Pre-approach and approach
- 3) Presentation/demonstration
- 4) Handling objections
- 5) Trial Close & Closing
- 6) Development of self confidence
- 7) Understanding the various types of prospects you will encounter.
- 8) Goal setting & time management

Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	Alex Sim	Date:	April 2000
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1219

Professional Sales 1

Effective Date

April 13, 2000

Instructor

Alex Sim

Office No.:

Office Hours:

Phone: 594-0381

8:00am – 8:00 PM

Required Text(s) and Equipment

"The ABC's of Relationship Selling" by Charles M. Futrell
6th Edition, Published by Richard D. Irwin

Reference Text(s) and Recommended Equipment:

"Selling Principles and Practice" by Russell, Beach & Buskirk, 11th Edition, Published by:
McGraw/Hill

"Psychocybernetics" by M. Maltz, Published by.: Prentice Hall

"The Magic of Self -Image Psychology" by M. Maltz, Published by.: Prentice Hall

"How to Get Control of Your Time & Your Life" by Alan Lakein

COURSE NOTES (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institutions or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS: Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behavior will be reported to their program head.

COURSE OUTLINE CHANGES: The instructor may change the material specified in this course. If changes are required, they will be announced in class.

Session	Outcome/Material Covered	Reference/ Reading
1 April 13	Introduction to Course – housekeeping – class rules Team set-up History of Sales lecture Self Development	Chapters 1 & 3 for April 20
2 April 20	Review Chapters 1 & 3 Class Assignment: 1) Review Home Assignments, 2) Group Workshops	Chapters 4 & 5 for April 27
3 April 27	Review Chapters 4 & 5 Review role playing guidelines Class Assignment: 1) Review Home Assignments 2) Group Workshops	Chapters 6 & 7 for May 4
4 May 4	Review Chapters 6 & 7 Class Assignment: 1) Start Planning Final Assignment, 2) Review Home Assignments, 3) Group Workshops	Chapters 8 & 9 for May 11
5 May 11	Review Chapters 8 & 9 Class Assignment: 1) Review Home Assignments, 2) Group Workshops, 3) Prepare for Mid –Term	Chapter 10 & 11 for May 18
6 May 18	Mid –Term exam = 15% of grade Review Chapters 10 & 11 Objections - opportunities - planning Class Assignment: 1) Work on Assignment, 2) Review Home Assignments, 3) Group Workshops	Chapter 12 for May 25

Session	Outcome/Material Covered	Reference/ Reading	Assignment Number	Due Date
7 May 25	Review Chapter 12 Class Assignment: 1) Review Home Assignments, 2) Group Workshops, 3) Work on Assignment	Chapter 13 for June 1		
8 June 1	Review Chapter 13 Class Assignment: 1) Review Home Assignments, 2) Group Workshops, 3) work on Assignment	Chapter 14 for June 8		
9 June 8	Review Chapter 14 - Goal Setting Module Class Assignment: 1) Final Written Assignment due in two weeks 2) preparation for oral presentation 3) Group Workshop – Time Mgmt.			
10 June 15	Final presentation rehearsals & feedback	Complete final written presentation for June 22 start of class		
11 June 22	Hand in final written presentation = 20% of grade Final oral presentation & feedback = 20% of grade	Review all chapters for June 29 final exam, except 2 & 15		
12 June 29	Final written exam – 25% of grade Wrap up & Graduation ceremonies	Questions from all chapters except 2 and 15		