



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
School of Business

MKTG 2334
Applied Sales & Marketing

Start Date: September 6, 2000

End Date: December 8, 2000

Course Credits: 3

Hours/Week: Lecture: 1 Lab: 2

Taught to: MGTS3 A,B,C,D

Prerequisite: MKTG 1102

Approved [Signature] Sept. 28/00

Instructor: Cindy McPherson

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Office Hours: TBA

Course Description: This course is designed to cover the mechanics of selling, and the salesperson's role in the firm. The student experiences numerous role-play situations, and participates in discussions, exercises and case-study analyses, through both individual and group work

Course Goals: The goal is to introduce the sales profession, sales theories and concepts, and selling skills, in order to build a general understanding of the subject area and competence in specific communication and interpersonal skills.

Evaluation:

Final Examination	30%
Mid Term Examination	20%
Attendance, Attitude and Participation	10%
Assignment 1 – Sales Video	15%
Assignment 2 – Sales Presentation	<u>25%</u>
Total	100%

Key Course Outcomes:

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

1. Explain the role of selling and customer service within a firm.
2. Explain the steps in the sales process, and the activities involved with each step.
3. Develop pre-call and follow-up sales strategies.
4. Develop, deliver and critique business-to-business sales presentations.
5. Demonstrate effective verbal, non-verbal and written communication skills.
6. Effectively use time management skills.

Texts and Equipment:

*If you're clueless about selling and want to know more Seth Godin
First year marketing Text for reference*

One blank VHS videocassette tape (minimum length: 45 minutes).

Visit the course website (when available) at least once per week during the course to read and keep up to date with pertinent information provided by the instructors (<http://online.bcit.ca>).

Course Notes: (Policies and Procedures)

1. The attendance policy as outlined in the BCIT calendar will be followed. Students are expected to be in attendance for all scheduled Lecture and Lab time. For this course, excessive absence will consist of missing more than the equivalent of three Lab hours for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student shall be disqualified from writing the final exam.
2. The student is required to achieve a pass (50%) on the combined marks of the Mid-term Exams and Final Exam in order to receive credit for the Assignments.
3. The Mid-term exams and Final exam must be written on scheduled dates at scheduled times. The student is required to ensure he or she is available to write exams at the appointed times. **No make ups on Exams.**
4. The student is required to complete and submit every assignment to successfully complete this course. Failure to complete all components of the assignments will result in not receiving marks allocated for exams and assignments.

5. Since effective time management skills are important for success in business: for late submission of projects, 5% will be deducted per day for each day late. Late submissions must be delivered in person to the instructor.
6. Since a high level of written communication skills is important for career success, spelling, grammar and sentence construction will be considered in assigning marks.
7. The student is required to keep a back-up copy of all written submissions, and be prepared to provide the instructor with a second copy of any submissions, upon request.
8. Case examples, guest speakers, role-play exercises, videos, demonstrations and discussion may be presented during lectures and labs, which are intended to supplement, not duplicate, course readings. The combination of readings and material covered in Lectures and Labs will assist the student to successfully complete assignments, and shall be eligible material for all exams.
9. The participation grade shall be based upon the degree to which the student:
 - Arrives for Lectures and Labs on time,
 - Asks questions which are relevant and pre-thought,
 - Volunteers and contributes valuable ideas during class discussion,
 - Contributes to team and group activities,
 - Demonstrates professionalism and willingness to participate in role-plays and exercises,
 - Demonstrates ability to focus attention on the task at hand during Lectures and Labs, and
 - Enhances the learning environment for fellow students.
10. "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.)
11. Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.
12. The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced on the course website (if possible) and in class.