



Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: IMST

Course Number: MKTG 2334

Course Name: Applied Sales and Marketing

Start Date: September 4, 2002

End Date: December 13, 2002

Total Hours: 45 **Total Weeks:** 15

Term/Level: 3 **Course Credits:** 3

Hours/Week: 3 **Lecture:** 1 **Lab:** 2

Shop: **Seminar:** **Other:**

Prerequisites

Course No. **Course Name**

MKTG 1102 Essentials of Marketing

v Course Description (required)

Focuses on applying the marketing concepts from the introductory marketing course. Emphasizes the development of personal selling skills, customer relationships, conflict resolution and negotiation skills within the marketing environment.

v Evaluation

Final Examination	20%	Comments: See Information for Students for further details.
Mid Term Examination	20%	
Attendance, Attitude and Participation	10%	
Individual Written Assignment	10%	
Sales Presentation	25%	
Conflict Resolution/Negotiation	15%	
Role-play		
TOTAL	100%	

Failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments, and participation/attendance marks, resulting in a failing grade for this course.

v Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

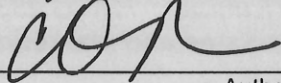
Understand, perform and evaluate sales presentations

Understand initiating and maintaining customer relationships

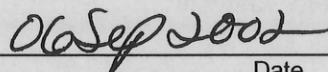
Understand, perform and evaluate conflict resolution and business negotiation within a principled negotiation context.

■ Verification

I verify that the content of this course outline is current.



Authoring Instructor



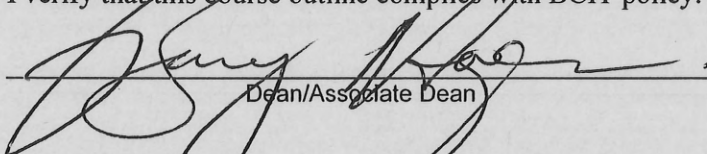
Date

I verify that this course outline has been reviewed.

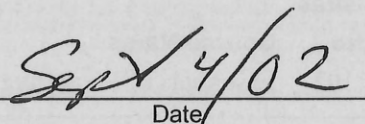
Program Head/Chief Instructor

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean



Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructor(s)

Cindy McPherson

Office Location: SE6 - Room 306

Office Phone: 604-451-6771

Office Hrs.: As posted weekly
outside office

E-mail Address: Cindy_McPherson@bcit.ca

v Learning Resources*Required:*

There is no required text for this course. Attendance in lecture therefore is extremely important.

*Recommended:*ABC's of Relationship Selling, 1st Canadian Edition

Futrell, Mitchell, Singer

Getting to Yes: Negotiating Agreement without Giving In *Roger Fisher and William Ury*Getting Past No: Negotiating with Difficult People *William Ury*Raving Fans *Ken Blanchard*Customers for Life *Carl Sewell*Stop, Ask and Listen *Kelley Robertson (retail oriented)*The Seven Strategies of Master Negotiators *Dr. Brad McRae***v Information for Students**

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. 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. **Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Exam Marks: 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 Assignments and Group Work.

Writing Skills: Since a high level of written communication skills is important for success in any career in business, spelling, grammar and sentence construction will be considered in assigning marks. Up to 10% of the marks for an assignment will be deducted for deficiencies in the above.

Back up Copies: 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.

Examinable Material: Case examples, guest speakers, role-play exercises, videos, demonstrations and discussion may be presented during lectures, 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.

Participation and Attendance Mark: 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.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

✓ **Assignment Details**

- ✓ **Individual Assignment:** Students will interview, then identify and analyze the impacts of marketing, sales, negotiation and conflict resolution on an individual in business in the lower mainland.
- ✓ **In Class Sales Presentation:** Students will plan, prepare and deliver a Business-to-Business sales presentation to a fellow set member and will give/receive evaluation to/from fellow students and the course instructor.
- ✓ **Negotiation/Conflict Resolution Role Play:** Students will participate in an in-class negotiation or conflict resolution scenario.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
September 9	Introduction/Assignments FABS/TC Approach			
September 16	Needs Analysis Objections			Sales Presentation Proposal Due in Lab
September 23	Closes Prospecting/Preapproach			Individual Assignment Due in Lab
September 30	After Sales Service Communication Skills			Written Plan Due in Lab for those Presenting Week of Oct 14
October 7	Midterm	Work on Sales Presentations		Written Plan Due at Lab Time for those Presenting Week of Oct 21
October 14	Thanksgiving No Classes Monday October 14	Sales Presentations		Written Plan Due in Lab for those Presenting Week of Oct 28
October 21	Negotiation	Sales Presentations		
October 28	Negotiation	Sales Presentations		
November 4	Conflict Resolution			
November 11	Remembrance Day No Classes			
November 18	Personal Style, Power, Ethics, and Leadership	Negotiation/ Conflict Resolution Role-play		
November 25	Customer Service	Negotiation/ Conflict Resolution Role-play		
December 2	Customer Service	Negotiation/ Conflict Resolution Role-play		
December 9-13	Final Exam Week			

