



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Professional Sales and Marketing

Course Outline

Current Issues in Sales

MKTG 4428

Start Date: January 3, 2007

End Date: March 9, 2007

Total Hours: 40 **Total Weeks:** 10

Term/Level: 4a **Course Credits:** 2.5

Hours/Week: 4 **Lecture:** 2 **Lab:** 2

Prerequisite:

Course No. **Course Name**

3343 Sales Management

Course Description

The course provides an overview of current issues facing the professional sales representative. Students will be able to anticipate and adapt to the latest trends and events that will impact their professional lives. The course content will focus on current research, issues, and dilemmas facing the professional sales representative.

Assignments	Evaluation	Comments:
I. Sales Interview Preparation	10%	<i>All assignments are individual assignments</i>
II. On-Line Assignments		<i>All assignments must be completed</i> - Students must complete every assignment in order to successfully complete the course. If one assignment is not completed the student will be assigned zero for all other assignments.
Deliverables:		
#1 "Areas of Interest Report" 15%		
#2 Counter-Respond to the above 5%		
#3 "Interview a P.A." 30%		
#4 Counter-Respond to the above 10% =	60%	<i>Failure to achieve 50% or more on the combination of the exams (midterm + final) and the individual assignments/participation marks, will result in 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course."</i>
III. Lecture & Lab Participation	10%	
V. Sales Quiz	20%	
TOTAL	100%	

Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

Explain what purchasing agents expect of professional salespeople

Demonstrate the common qualities, attitudes, and behaviors of the most successful professional sales representatives in every industry

Discuss techniques that give the qualities of self-confidence, optimism, and a positive mental attitude in the sales environment

Describe the psychology of sales in the sales process

Explain the importance of self-motivation in the sales process

Execute search skills required to prepare for an employment interview

Apply interview skills during the employment interview

Verification

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

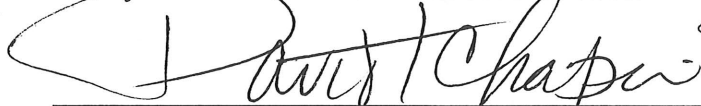


Authoring Instructor, David T. Chapin, D.B.A.



December 20, 2006

I verify that this course outline has been reviewed.

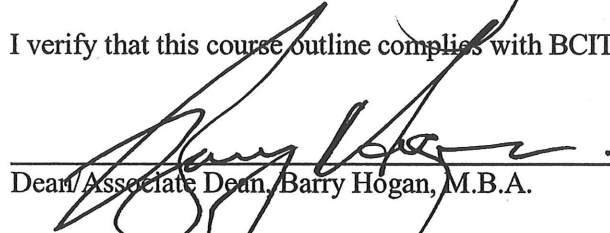


Program Head, David T. Chapin, D.B.A.



December 20, 2006

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean, Barry Hogan, M.B.A.



December 20, 2006

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

Instructor

David Chapin,
Program Head,
Pro Sales & Marketing,
C.S.P., Dipl. Adult Ed., B.A., B.Ed.
(Adult), M.D.Ed., M.B.A., D.B.A.

Office: SE6 324
Office Hrs: As posted or by email appointment

BCIT Office: 604 451 6770
Home Office: 604 434 1418
Cell Number: 604 613 5190 (Emergencies only)

E-mail: david_chapin@bcit.ca

Learning Resources Required: There is no textbook required for this course; therefore, it is imperative that you attend Lectures and Labs.

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.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent. The attendance policy will be enforced in both lectures and labs. Missing more than 10% of classes without prior arrangement and consent of your instructor may result 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.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. Should changes be required to the content of this course outline, students will be given reasonable notice.

All Assignments Must Be Completed: Students must complete every assignment in order to successfully complete the course. If an assignment is not completed the student will be assigned zero for all other assignments.

Back-up Copies: Students must be prepared to provide the instructor with a second copy of any submission. (Please keep a back-up copy of your assignments.)

Mid-term and the final exam: Must be written on scheduled dates at scheduled times. Students are required to ensure that they are available to write exams at appointed "timetabled" times. Coaching presentations, case examples, guest speakers, lab exercises, videos and discussions are intended to supplement, and not duplicate, course readings. The student is responsible to know and understand all course material for their assignments, midterms and final exams.

Industry Standards: All assignments, presentations, and exams will be judged using industry standards.

ASSIGNMENT DETAILS

I. SALES INTERVIEW PREPARATION (Value 10%) Due Date: Ongoing in Labs

Learning Objective

To perform and practice reconnaissance for employment interviews

We are having human resource managers and sales managers come into our Labs to conduct mock employment interviews. (We will draw names of students to be interviewed.)

Assignment Deliverable - A Reconnaissance Report

The before day your mock interviews post your reconnaissance report to our WebCT. Prior to the mock interview you are to conduct reconnaissance about the organizations that are being represented during our mock interviews. Your reconnaissance report is not to be a Web-dump.

II. AREAS OF INTEREST REPORT

Deliverable #1 - "Areas of Interest Report" by Sunday, Jan 28th by 11:55 pm

A Short Report - Single spaced - "no attachments please"

You are to research an area of interest (your area of interest) in the field of sales. Your information can be from a variety of sources, such as books, journal articles, magazine articles in current publications, the internet, personal interviews, etc. (Please be sure to site your sources).

Once your report is completed you are to post it to our WebCT under "**Areas of Interest Report.**"

Counter-Responses - by Sunday, Feb 4th by 11:55 pm

Once your "Area of Interests Report" has been posted you are to counter-respond to at least three of your colleagues' postings.

Deliverable #2 - "Interview a Purchasing Agent Report" by Sunday by Feb 25th 11:55 pm

Short Report - Single spaced - "no attachments please"

Conduct an interview with a Purchasing Agent or an Industrial Buyer using the "*Dos and Don'ts for Professional*" and "*The Seven Deadly Sins of Business Selling.*" Once your report is completed you are to post it to our WebCT entitled "**Interview a Purchasing Agent.**"

Counter-Responses - to the above by Sunday, March 4th by 11:55 pm

Once your "**Interview a Purchasing Agent**" has been posted you are to counter-respond to at least three of your colleagues' postings.

III. SALES QUIZ

The quiz will consist of a series of short answer questions. These questions will be based on the lectures, labs, and readings presented during the course.

IV. PARTICIPATION

I have invited some guest lecturers to participate in our learning experiences. Once more, participation in lectures is mandatory. The structure of the labs is "experience-based learning." "Experience-based learning" requires that all members of the Set demonstrate a sense of professionalism and willingness to participate.

The participation grade for both lectures and labs will be based upon the degree to which the student:

- Arrives on time
- Asks questions which are relevant and thoughtful
- Volunteers and contributes valuable ideas to discussions
- Demonstrates ability to focus attention on the task at hand
- Is able to refocus on the task at hand and to be considerate of other students (for example, being quiet and listening at the appropriate times)
- Demonstrates professionalism and willingness to participate in role-plays and lab exercises
- Enhances the learning environment of fellow students

Using the above criteria participation will be graded at the end of each lab and lecture. Participation will be ranked and rated on a 10-point scale.

Schedule

Please note: This is a tentative schedule. Some topics may be given additional consideration; some may be given less, should some exceptional learning opportunities be presented during the term we will take full advantage of them. Hence, there is a need for some flexibility; therefore, this schedule is subject to change at the discretion of the instructor. Should changes be required to the content of this course outline, students will be given reasonable notice.

Week of/ Number	Outcome/Material Covered	Assignment	Due Date
Week 1 Jan 3-5	Lecture: - Course outline - Introducing to the course - Instructors Expectations Lab: - Discussion "Option Name Change"	<u>Post</u>	Post to your WebCT site a "Short Bio Blurb" by Sunday, Jan 14th @ 11:55 pm
Week 2 Jan 8-12	Lecture: 1. "Do's and Don'ts for Business Salespeople" 2. "The Seven Deadly Sins of Business Selling." Lab: F2F - Sales Practicum Discussion Online – Short Bio Blurb	<u>Post</u>	Post to your WebCT site a "Short Bio Blurb" by Sunday, Jan 14th @ 11:55 pm
Week 3 Jan 15-19	Lecture: Sales Motivation Lab: WebCT Posting and Discussion		
Week 4 Jan 22-26	Lecture: Industry Panel "Current Issues in Sales" Labs: WebCT Posting and Discussion	<u>Post</u> "Areas of Interest Report"	<u>Deliverable #1</u> "Areas of Interest Report" – Sunday, Jan 28th by 11:55 pm

Week of/ Number	Outcome/Material Covered	Assignment	Due Date
Week 5 Jan 29-Feb 2	Lecture: Psychology of Selling Lab: Mock Interviews	<u>Counter-Respond</u>	<u>Counter Responses</u> to the above by Sunday, Feb 4 th by 11:55 pm <u>Post Your Research</u> Results for Your Mock Interviews
Week 6 Feb 5-9	Lecture: Development of Personal Power Lab: Mock Interviews		<u>Post Your Research</u> Results for Your Mock Interviews
Week 7 Feb 12-16	Lecture: Strategic Planning for the Sales Professional Lab: Mock Interviews		<u>Post Your Research</u> Results for your Mock Interviews
Week 8 Feb 19- 23	Lecture: Industry Panel "What I wish I had know about my first year of employment after BCIT" Lab: WebCT Posting and Discussion	Post Interview a Purchasing Report"	<u>Deliverable #2</u> "Interview a Purchasing Report" Sunday Feb 25 th by 11:55 pm
Week 9 Feb 26-Mar 2	Lecture: Sales Quiz Lab: WebCT Posting and Discussion	<u>Counter-Respond</u>	<u>Counter Responses</u> to the above by Sunday, March 4 th by 11:55 pm
Week 10 Mar 5-9	March 5th to 9th Final Exam Week for Term 4a BCIT		

Week of/ Number	Outcome/Material Covered	Assignment	Due Date
March 12 th to 16 th Spring Break @ BCIT :D			