

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

COURSE NUMBER – COURSE NAME

BSAD 222 – Principles of Selling

CIP Code: 52.1804

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?y=55>

or reach out to Sarah Todd at todds@canton.edu

Created by: Nicholas Kocher

Updated by: Nicholas Kocher

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2023

- A. TITLE: Principles of Selling
- B. COURSE NUMBER: BSAD 222
- C. CREDIT HOURS: (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
 # Lecture Hours: 3 per week
 # Lab Hours: 0 per week
 Other: 0 per week

Course Length: 15 Weeks

- D. WRITING INTENSIVE COURSE: Yes No

- E. GER CATEGORY: None: Yes: GER
If course satisfies more than one: GER

- F. SEMESTER(S) OFFERED: Fall Spring Fall & Spring

- G. COURSE DESCRIPTION:

This course focuses on the personal selling process and is designed to benefit students across multiple disciplines, especially students wishing to develop a competency in sales. Students focus on the role of consumer behavior and effective communication as applicable to personal selling. Students identify and examine selling principles such as persuasive communication, negotiating, prospecting, preparing and delivering sales presentations, overcoming objections, and closing the sale.

- H. PRE-REQUISITES: None Yes If yes, list below:

CO-REQUISITES: None Yes If yes, list below:

- I. STUDENT LEARNING OUTCOMES: (*see key below*)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> [SLO]	<u>Program Student Learning Outcome</u> [PSLO]	<u>GER</u> [If Applicable]	<u>ISLO & SUBSETS</u>

a. Define personal selling	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2-Crit Think ISLO ISLO	CA IA None None
b. Identify and explain steps in the selling process	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2-Crit Think ISLO ISLO	CA IA None None
c. Explain how buyers make purchasing decisions	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think ISLO ISLO	CA IA PS None
d. Identify the role of ethics in selling	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2-Crit Think ISLO ISLO	CA IA PS None
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]

2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

Ingram, T. N., LaForge, R. W., Ramon, A. A., Avila, R.A., Schwepker, C. H., & Williams, M. R. (2024). Sell (7 ed.). Mason, OH: Cengage Learning.

L. REFERENCES:

None

M. EQUIPMENT: None Needed: Technology Enhanced Classroom

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Assignments, Quizzes, Exams, and Participation

P. DETAILED COURSE OUTLINE:

I. Introduction

A. Introduction to Selling

1. Selling Basics

2. History of Selling

3. Selling as a Career

4. Types of Selling Jobs

- B. Relationship Selling**
 - 1. Relationship Building**
 - 2. Earning Trust**
 - 3. Personal Selling Approaches**
 - 4. Ethics and Selling**

- II. Communication in Selling**

- A. Sales Communication Skills**
 - 1. Analyzing Prospects**
 - 2. Active Listening**
 - 3. Nonverbal Communication**
 - 4. Providing Information**

- B. Understanding the Customer**

- 1. Customer Types**
- 2. Purchase Decision Process**
- 3. Customer Orientation**
- 4. Individual Buyers**
- 5. Buying Teams**

- III. The Selling Process**

- A. Prospecting**

- 1. Identifying Prospects**
- 2. Prospecting Methods**
- 3. Gathering Information**
- 4. Planning the Sales Call**
- 5. Generating Interest**

- B. Planning Sales Presentations**

- 1. Types of Sales Presentations**
- 2. Gaining Attention**
- 3. Customer-Focused Perspective**
- 4. Communicating Value**
- 5. Engaging the Audience**
- 6. Team Selling Presentations**
- 7. Closing a Sales Presentation**

- C. Negotiating and Addressing Buyer Objections**

- 1. Planning for Negotiations**
- 2. Anticipating Objections**
- 3. Methods of Negotiating**
- 4. Communicating Solutions**

- D. Closing the Sale**

- 1. Formulating the Close**
- 2. Methods of Closing the Sale**
- 3. Guidelines for Closing the Sale**

- E. Customer Relationship Management**

- 1. Assessing Customer Satisfaction**
- 2. Post-Sale Communication**
- 3. Maintaining Customer Relationships**
- 4. Customer Service Plans**

IV. Sales Management

A. Self-Management

- 1. Time Management**
- 2. Setting Goals and Objectives**
- 3. Classifying and Managing Accounts**
- 4. Technology for Managing Sales Activities**
- 5. Self-Evaluation**

B. Introduction to Sales Management

- 1. Sales Management Activities**
- 2. Building a Sales Force**
- 3. Setting Performance Objectives**
- 4. Evaluating Performance**
- 5. Sales Force Motivation and Compensation**

Q. LABORATORY OUTLINE: None Yes