



Business Administration

Course Number:	BUAD 176
Course Title:	PROFESSIONAL SELLING
Credits:	3
Calendar Description:	This course teaches students the sales process as it applies to the selling of both goods and services. Through role playing and lectures, students acquire basic selling skills and an appreciation for the analytical interpersonal and professional skills needed to ensure successful client/seller relationships. <i>(also offered by Distance Education)</i>
Semester and Year:	Winter 2016
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Required – BBA & Diploma, Marketing and Management option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Credit may be received by passing a challenge exam
Development Date:	
Revision Date:	December 2011
Chair's Approval:	

Professors

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Learning Outcomes

Upon completion of this course students will be able to

- describe the career opportunities available in organizational sales.
- demonstrate professional verbal communication skills.
- explain the importance and role of personal selling in the integrated marketing communications mix of a company.
- perform each of the steps of the selling process.
- explain the importance of developing mutually rewarding and long term relationships in a sales environment.
- apply the basic strategies that relate to management of self and others as a professional salesperson.

Course Objectives

This course will cover the following content:

*See Course Schedule

Evaluation Procedure

Class Participation (See notes)	10%
Chapter Quizzes	10%
Sales Assignment (Parts 1-4):	30%
Mid-term Exam	20%
Final Exam	30%
Total	100%

Notes

<p>Class participation marks will be awarded based on class discussions, exercises and role plays using the guidelines outlined below:</p>
<p>1. Providing recapitulations and summaries</p>
<p>2. Making observations that integrate concepts and discussions</p>
<p>3. Citing relevant personal examples</p>
<p>4. Asking key questions that lead to revealing discussions</p>
<p>5. Engaging in critical thinking and discussion</p>
<p>6. Sharing differences of opinion (serves as both counterpoint and a way of exploring all sides of a concept, issue or practice)</p>
<p>7. Being an active participant in group discussions</p>
<p>8. Being an active participant in practicing skills</p>
<p>9. Working with others to come to a common understanding of the topics – in and out of the classroom</p>
<p>10. Pulling your own weight on group projects and participating enthusiastically in classroom group activities</p>
<p>11. Coming to class prepared to discuss the topic</p>
<p>12. Completing class exercises</p>
<p>Marks for classroom contribution will be allocated in the following manner:</p> <ul style="list-style-type: none"> 0 - For failing on all of the previously identified ways of contributing to the classroom experience. This includes dominating classroom discussion, rather than helping others to participate in the classroom experience. 1-2 - For attending class on a regular basis and only occasionally contributing to the classroom experience (and exercises). 3-5 - For showing an active interest in class activities and participating in classroom discussions; for regularly making insightful comments which help others to understand the course material; for being a positive group member. 6-8 - For consistently enhancing the quality of class discussion and for near-perfect attendance and proving to go above and beyond the call of duty in terms of extra contributions to the classroom experience (and exercises). 9-10 - Students in this category provide leadership in the classroom and work towards enhancing the interpersonal dynamics of the classroom. They act as facilitators, bringing others into the discussion. Quality exercises are completed throughout the course.
<p>Notes on Course Schedule</p> <p>Professors may progress more quickly or slowly through the assigned chapters depending upon complexity, discussion, current issues, guest speakers and/or fieldtrips, etc. as well as the class needs associated with development of students' skills and knowledge and the need to assess student progress.</p>
<p>Notes on Presentations</p> <p>Students are expected to be present for the sales presentations and role plays. Failure to do so will result in loss of marks for that assignment.</p>

Required Texts/Resources

Ingram, T. N., LaForge, R. W., Avila, R. A., Schwegker, C. H., Williams, M. R., & Shannahan, K. L. (2015). *SELL (Second Canadian Edition)*. Nelson Education Limited

Course Schedule

Date		Topic	Textbook
Week of:		Mon. Jan 4 Classes begin Family Day Feb 8 & Feb 9 to 12 Reading Break – no classes Good Fri. Mar 25 & Easter Mon. Mar 28 – no classes Tues. Apr 12 Last day of regularly scheduled classes	
Jan	4	Course Introduction Overview of Personal Selling	Ch 1
	11	Building Trust and Sales Ethics	Ch 2
	18	Understanding Buyers	Ch 3
	25	Communications Skills & Networking	Ch 4
Feb	1	Strategic Prospecting and Preparing for Sales Dialogue	Ch 5
	8 - 12	READING BREAK (<i>Feb 8 to 12 – no classes</i>)	
	15	Mid-term Exam (Chapters 1-5)	
	22	Planning Sales Dialogues and Presentations Sales Dialogue: Creating and Communicating Value	Ch 6 Ch 7
	29	Sales Assignment Part 3: Role Play Due (Students must be present)	
Mar	7	Addressing Concerns and Earning Commitment Negotiation	Ch 8
	14	Expanding Customer Relationships	Ch 9
	21	Adding Value: Self Leadership and Team Work Easter – No class on Friday	Ch 10
	28	Easter – No class on Monday Sales Assignment Part 4: Role Play (Students must be present)	
Apr	4	Sales Assignment Part 4: Role Play (Students must be present)	
	11	Final Review	
Apr	15 - 23	Final Exam Period	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.