




Business Administration

Course Number:	BUAD 176
Course Title:	PROFESSIONAL SALES
Credits:	3
Calendar Description:	Students study the sales process as it applies to the successful selling of both goods and services to organizations. Students explore and practice each step in the sales process through hands-on interactive activities. The focus of this course is on building long-term, mutually beneficial relationships established through trust and ethical decision making. <i>(also offered by Distance Education)</i>
Semester and Year:	WINTER 2021
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
Originally Developed:	
EDCO Approval:	May 2017
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.
- apply the basic strategies that relate to management of self and others as a professional salesperson.
- explain the importance of developing mutually rewarding and long-term relationships in an ethical sales environment.

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**Course Schedule:**

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.

Presentations:

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.

Exams:

A medical note is required if you miss an exam.

Required Texts/Resources

SELL (3rd Canadian edition.). Thomas N. Ingram; Raymond W. (Buddy) LaForge; Ramon A. Avila; Charles H. Schwepker; Michael R. Williams; Kirby Shannahan; Rachelle Shannahan
ISBN-10: 0-17-691601-6
ISBN-13: 978-0-17-691601-5

The text is also available as an eTextbook: See Moodle for Instructions

Course Schedule

Date		Topic	Textbook
2021 Week of		Monday January 11th – First day of classes February 15 th -19 th - Reading Week April 2 nd and April 5 th - Statutory Holiday April 16 th - Last day of classes	
Jan.	11	Course Introduction Overview of Personal Selling	Intro Ch 1
	18	Building Trust and Sales Ethics Sales Assignment Part 1 Due Friday January 22nd (See Moodle)	Ch 2
	25	Understanding Buyers	Ch 3
Feb.	1	Communications Skills	Ch 4
	8	Strategic Prospecting and Preparing for Sales Dialogue Sales Assignment Part 2 Due Friday February 12th (See Moodle)	Ch 5
	15	Reading Week	
	22	Midterm Exam Monday February 22nd- (Chapters 1-5) Negotiation	
Mar	1	Planning Sales Dialogues and Presentations	Ch 6
	8	Sales Dialogue: Creating and Communicating Value Part 3 Class Role Play March 10th- Attendance is mandatory Sales Assignment Part 3 Due Friday March 12th (See Moodle)	Ch 7
	15	Addressing Concerns and Earning Commitment	Ch 8
	22	Expanding Customer Relationships Sales Assignment Part 4 Due Sunday March 28th (See Moodle)	Ch 9
	29	Adding Value: Self Leadership and Teamwork Sales Presentations- March 31st	Ch 10
Apr	5	Sales Presentations	
	12	Sales Presentations	
	19-30	Final Exams	

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.