PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

PRINCIPLES OF SELLING
MKT 2220

Class Hours: 3.0
Credit Hours: 3.0
Laboratory Hours: 0.0
Date Revised: Spring 2000

NOTE: This course is not designed for transfer credit.

Catalog Course Description:
A study of principles and techniques of effective selling. Lectures, role playing and the development and execution of sales presentations are utilized to provide the student with foundational knowledge and skills required for successful performance in sales and sales-related careers.

Entry Level Standards:
Students must have basic college-level reading and writing ability and communication skills.

Prerequisites:
None

Textbook(s) and Other Reference Materials Basic to the Course:
Required Text:
Reference Book:
Formats for Business Documents

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Role of Personal Selling</td>
</tr>
<tr>
<td>2</td>
<td>A Career in Selling; Toward Professionalism: Legal/Ethical Issues</td>
</tr>
<tr>
<td>3</td>
<td>Determinants of Buying Behavior</td>
</tr>
<tr>
<td>4</td>
<td>Effective Communication; Exam I</td>
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<tr>
<td>5</td>
<td>Beginning the Relationship Selling Process</td>
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<tr>
<td>6</td>
<td>Successful Prospecting</td>
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<tr>
<td>7</td>
<td>The Approach, The Recognition Process</td>
</tr>
<tr>
<td>8</td>
<td>The Presentation, Handling Objections</td>
</tr>
</tbody>
</table>
II. Course Objectives*:

A. Provide students with entry-level skills for a position in sales. VI, VII, VI, VII
B. Enhance the oral communication skills of students. V
C. Develop thinking from rational rather than emotional stimuli. III
D. Exhibit an understanding of ethical as well as legal responsibilities of a salesperson. IX
E. Demonstrate group as well as individual relationships. IV
F. Demonstrate an increased confidence in his/her selling abilities. III, VI, VII
G. Acquire the basic rudiments of a sales vocabulary. I

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Participate in numerous team role plays to learn selling techniques. Active Learning Strategy
2. Students will utilize library databases and local business directories to develop prospect lists for business products. Technological Literacy Outcome, Information Literacy Outcome, Active Learning Strategy
3. Research a product or service of their choosing, and develop an entire solo sales presentations presentation as the culmination for the class. Communication Outcome, Active Learning Strategy
4. Learn elements of the work ethic, such as punctuality, professionalism, dependability, cooperation, and contribution. Personal Development Outcome, Cultural Diversity & Social Adaptation Outcome, Transitional Strategy
5. Conduct, as a team, at least one formal sales presentation using appropriate audio/visual aids to enhance their delivery. Communication Outcome, Information Literacy Outcome, Transitional Strategy
6. Explore a variety of sales careers in industrial, retail, and service related fields. *Transitional Strategy*

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.*

**IV. Expectations for Student Performance***:

Upon successful completion of this course, the student should be able to:

1. Identify the career opportunities available in selling and related fields.  
2. Acquire a thorough knowledge of the company, the product, and the competition in a given selling situation. 
3. Apply the basic strategies that relate to management of self and others. 
4. Demonstrate, through role playing, these basic steps in the sales process: prospecting, the approach, the presentation, and the close. 
5. Use the personal computer to simulate record keeping, forecasting, and file maintenance of sales accounts. 
6. Recognize the importance of ethical sales behavior to the seller, the buyer, and the nation. 
7. Discuss sales-related legislation that ensures free competition and protects the consumer. 
8. Develop successful prospecting and questioning techniques. 
9. Demonstrate a product or service in simulated selling situations. 
10. Handle any objections to a sale by using a variety of the following techniques: head-on method, indirect denial, compensation method, the boomerang method, and changing the base. 
11. Demonstrate how to close a sale. 
12. Realize the importance of using proper techniques to follow-up on a sale. 
13. Participate in many group activities including negotiating creative ways to sell before a complex buying committee. 
14. Demonstrate, through role playing, how to handle the four different personality types encountered among customers. 

*Letters after performance expectations reference the course objectives listed above.*

**V. Evaluation**: 

A. Testing Procedures:

Students will be evaluated partially on the basis of tests. A minimum of three major tests is required. The instructor will provide details.

B. Laboratory Expectations:
C. Field Work:

N/A

D. Other Evaluation Methods:

Students will also be evaluated on the basis of class exercises consisting of mock sales presentations and role playing. Each student will play the role of salesperson, as well as that of customer, at various times during the course. Some of these sales presentations may be videotaped.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
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VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.