

# 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

**Professors**

Name	Phone number	Office	Email
Stacey Fenwick	762-5445 #email	Kelowna: B209	<a href="mailto:sfenwick@okanagan.bc.ca">sfenwick@okanagan.bc.ca</a>
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**Learning Outcomes**

Upon completion of this course students will be able to:

- x Describe the career opportunities available in organizational sales.
- x Demonstrate professional verbal communication skills.
- x Explain the importance and role of Personal Selling in the integrated marketing communications mix of a company.
- x Perform each of the steps of the selling process.
- x Explain the importance of developing mutually rewarding and long term relationships in a sales environment.
- x 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 including:

- x See schedule



**Notes (con't)**

Marks for classroom contribution will be allocated in the following manner:

- 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.

Notes on Course Schedule:

xProfessors 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.

Notes on Presentations:

xStudents 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.

**Required Texts/Resources**

Ingram, T. N., LaForge, R. W., Avila, R. A., Schwegker, C. H., & Williams, M. R. (2013). SELL (First Canadian ed.). Nelson Education Limited

Course Schedule

Date		Topic	Textbook
Week of:		Mon. Jan 5 Classes begin Family Day Feb 9 & Feb 10 to 13 Reading Break – no classes Good Fri. Apr 3 & Easter Mon. Apr 6 – no classes Tues. Apr 14 Last day of regularly scheduled classes	
Jan	5	Course Introduction Overview of Personal Selling	Ch 1
	12	Building Trust and Sales Ethics	Ch 2
	19	Understanding Buyers Sales Assignment Part 1: Product Selection Due	Ch 3
	26	Communications Skills	Ch 4
Feb	2	Strategic Prospecting and Preparing for Sales Dialogue Sales Assignment Part 2: Background Information Due	Ch 5
	9 - 13	READING BREAK (Feb 9 to 13 – no classes)	
	16	Mid-term Exam (Chapters 1-5)	

