

## OUTCOMES BASED LEARNING MATRIX

**Course:** BUSN122 Sales

**Department:** Business Administration

This course studies the functional aspects of personal selling and career opportunities in the field of sales with focus on the development of the skills necessary for effective selling. There is an emphasis on effective communication, motivation theory and practice, gaining interviews, handling objections, and closing the sale. Topics include the sales framework (retail, wholesale, industrial), sales management, and legal and ethical considerations of sales. Prerequisites: ENGL092 Preparing for College Reading II and ENGL099 Introductory Writing; waiver by placement testing results; or departmental approval.

Core Competencies for outcomes activities and assessment tools: Critical and Creative Thinking (CCT); Information Literacy (IL); Oral Communication (OC); Quantitative Literacy (QL); Written Communication (WC); Civic Engagement (CE); Global Learning (GL); Integrative Learning (IG).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
To introduce the student to the role that personal selling plays in the promotional component of the marketing mix.	Discuss the four aspects of the promotional component of the marketing mix and indicate how each one has an impact in informing, reminding and persuading the end user. (CCT, WC, OC) Define the characteristics that are necessary for success in building relationships with customers. (WC, OC) Explore the reasons that people might choose a career in personal selling. (CCT, WC, OC)	Utilize the internet to have the student research individuals who have enjoyed success in the field of personal selling. Indicate how relationship or consultative selling was a factor in their success. (CCT, WC, IL) Individual student research on career paths in personal selling including both consumer and organizational or business-business sales. (CCT, OC)

<p>Make the student aware of the moral dilemmas that face the seller in today's business environment. While exploring the concept of corporate social responsibility and how it has gained increased importance over the last decade.</p>	<p>Cite examples of ethical and moral dilemmas that impact on individuals and management involved in personal selling. (CCT, WC, OC) Identify specific cultural differences that could have an impact on an individual engaged in personal sales in a foreign country. (CCT, IL, WC, GL, IG)</p>	<p>Analyze ethical and moral dilemmas through case study and class discussion. (CCT, WC, OC) In small groups have students' research international business customs and how they differ from United States customs and present their findings to the class. (IL, OC, WC, CCT)</p>
<p>To understand the consumer buying decision-making process. This will enable the student to analyze and understand the factors that influence purchase decisions and product use.</p>	<p>Explain the importance of the seller understanding consumer behavior. (CCT, OC) Analyze the components of the consumer decision-making process. (CCT, WC, OC) Discuss the importance of understanding the consumer decision-making process and successful personal selling. (CCT, OC)</p>	<p>Objectives testing based on terms and theories. (CCT) Case Studies (WC, CCT)</p>
<p>To understand the steps involved in the sales process.</p>	<p>Understand the concepts of prospecting, qualifying leads, the approach, demonstration, negotiating objections, closing and follow up. (CCT, WC, OC)</p>	<p>Compilation of a portfolio, resulting in step-by-step approach to the selling process. The student will integrate each of the selling steps into a product (consumer or business-to-business). (CCT, WC, IL) The portfolio will also include a complete marketing mix overview of the product. (CCT, WC, IL, QL) Case Studies (WC, CCT)</p>
<p>Develop an understanding of time and territory management. This will also include the ability to calculate break-even points per day, hour and year.</p>	<p>Describe the steps involved in the paper management of time and territory. (CCT, WC, OC) Explore the different philosophies regarding time and territory management. (CCT, WC) Calculate the account time allocation for a sales position. (CCT, QL, IG)</p>	<p>The student will contact an individual involved in either sales or sales management to discuss the philosophy they employ in their work environment. (CCT, OC) Objective testing based on terms and theories. (CCT) Case Studies (WC, CCT)</p>