COMMON COURSE OUTLINE: Course discipline/number/title: BUS 2215: Salesmanship

A. CATALOG DESCRIPTION
   1. Credits: 3
   2. Hours/Week: 3
   3. Prerequisites (Course discipline/number): None
   4. MnTC Goals (If any): NA

   This course will help the student develop the relationship, product, customer, and presentation strategies of personal selling. This will include retail store salesmanship, outside sales, service and all other aspects of the selling profession. College level reading is recommended for this course.

B. DATE LAST REVISED (Month, year): January, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:
   1. Salesmanship Fundamentals
   2. Develop an Effective Personal Selling Strategy
   3. Build Relationships in Selling
   4. Develop a Product Strategy
   5. Develop a Customer Strategy
   6. Develop a Presentation Strategy
   7. Examine Ethics in Selling

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
   1. Demonstrate an effective selling strategy, including knowledge of the customer, the product, the company, suggestive selling and the competition.
   2. Describe personal selling as it relates to sales evolution, the marketing concept and developing a personal philosophy.
   3. Distinguish factors that influence relationship building in selling.
   4. Formulate product solutions and develop strategies through knowledge of the product, industry, company and competition.
   5. Describe the buying process, buying behavior and explain effective methods of prospecting and sales forecasting.
   6. Demonstrate skills in using the consultive sales presentation method and the importance of/and how to plan the sales demonstration and use of proof devices.
   7. Identify ethical selling behavior.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
   1. Assignments
   2. Presentations
   3. Exams and Quizzes

G. RCTC CORE OUTCOME(S) ADDRESSED:
   □ Communication
   □ Critical Thinking
   □ Global Awareness/Diversity
   □ Civic Responsibility
   □ Personal/Professional Accountability
   □ Aesthetic Response

H. SPECIAL INFORMATION (If any): None