

MNGT 158

Salesmanship

3 Credits

Community College of Baltimore County
Common Course Outline

Description

MNGT 158 – Salesmanship: Examines selling techniques and strategies used to influence purchases; offers practice for students in preparing/presenting sales talks.

Overall Course Objectives

Upon completion of this course, students will be able to:

1. List and identify the nine steps of the selling process;
2. List the basic elements in decision making and problem solving;
3. Identify the various approaches in sales presentation and apply techniques learned in such problem areas;
4. Identify the problems of handling objections and closing and applying learned techniques in such problem areas;
5. Identify and qualify prospective buyers;
6. Know sources for the following: research and marketing information; and
7. Prepare and outline simple strategies and tactics for individual selling campaigns.

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Methods of Instruction
 - Lecture
 - Discussions
 - Case problems
 - Audi-visual materials
- Methods of Evaluation
 - Class participation
 - Periodic examinations
 - Final examination
 - Case problems: oral and written
 - Individual sales presentation

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Date Revised: 10/21/2002

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.