Bemidji State University

BUAD 3568: Personal Selling

A. COURSE DESCRIPTION

 Credits: 3
 Lecture Hours/Week: *.*
 Lab Hours/Week: *.*
 OJT Hours/Week: *.*

 Prerequisites:
 This course requires the following prerequisite
   BUAD 3361 - Marketing

 Corequisites: None
 MnTC Goals: None

 A study of the principles and psychology of personal selling. Course requires the preparation and presentation of a sales story. Prerequisite: BUAD 3361.

B. COURSE EFFECTIVE DATES:  08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

  1. Overview of Personal Selling
  2. Building Trust and Sales Ethics
  3. Understanding Buyers
  4. Communication Skills
  5. Strategic Prospecting and Preparing for Sales Dialogue
  6. Planning Sales Dialogues and Presentations
  7. Sales Dialogue: Creating and Communicating Value
  8. Addressing Concerns and Earning Commitment
  9. Expanding Customer Relationships
 10. Adding Value: Self-Leadership and Teamwork
 11. Sales Management and Sales 2.0

D. LEARNING OUTCOMES (General)

  1. gain an understanding of basic concepts of personal selling and sales management.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

 None

F. LEARNER OUTCOMES ASSESSMENT

 As noted on course syllabus

G. SPECIAL INFORMATION

 None noted