Bemidji State University

IT 3870: Technical Sales/Presentations

A. COURSE DESCRIPTION

   Credits: 2
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   The philosophy and practice of consultative selling. The course stresses the methodology and planning,
   design and negotiation of technical sales. The course also covers the basics of designing technical
   proposals and presentations.

B. COURSE EFFECTIVE DATES: 08/26/1997 - 08/24/2014

C. OUTLINE OF MAJOR CONTENT AREAS

   None

D. LEARNING OUTCOMES (General)

   None

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

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted