Bemidji State University

BUAD 4347: Sales Simulator Lab

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

The purpose of this course is to combine sales education with practical sales experience through experiential learning and role play. Students will participate in sales competition. Course is repeatable for up to 4 credits. Prerequisite(s): Instructor consent.

B. COURSE EFFECTIVE DATES: 12/17/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Rapport building
2. Closing and gaining commitment
3. Overcoming objection
4. Professional confidence
5. In the sales simulator lab, students will practice professional selling techniques as they are put in a setting where they are able to role-play, watch recorded work, receive feedback from faculty, make revisions to selling skills and improve overall performance.

D. LEARNING OUTCOMES (General)

1. apply professional selling terms to sales scenarios.
2. examine their professional selling skills through use of technology in the sales lab.
3. evaluate their professional selling skills and recommend changes for future performances.
4. design sales strategies through research and active learning.
5. test their sales skills through professional selling competition.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted