

Minnesota State University Moorhead

OM 401: Professional Selling Practicum

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 2

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite
OM 201 - Introduction to Professional Selling

Corequisites: None

MnTC Goals: None

This course will provide students with the opportunity to put into practice selling related principles explored as part of their previous classes, job shadowing opportunities, and/or practical opportunities where they could demonstrate their selling acumen.

B. COURSE EFFECTIVE DATES: 02/01/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Analyze and evaluate sales metrics and determine courses of action that support business and organizational strategies.
2. Demonstrate how to identify and quantify customer needs.
3. Demonstrate the ability to be an active listener, develop relationships, and manage conflict situations.
4. Demonstrate the ability to sell in various industry, customer, profit and non-profit contexts.
5. Utilize technology tools to better manage the customer experience and close sales deals.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted