

Minnesota State University Moorhead

MKTG 330: Personal Selling

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

MKTG 270 - Principles of Marketing

Corequisites: None

MnTC Goals: None

Utilizing the behavioral sciences to analyze the interpersonal influence process whereby potential buyers and sellers interact for the purpose of completing exchanges of goods and services. Prerequisite can be waived with consent of the instructor. Same as MC 366.

B. COURSE EFFECTIVE DATES: 06/01/1995 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Develop an awareness/understanding of evolving media platforms involved under the rubric of personal selling.
2. Develop an awareness/understanding of personal selling as an engaging transactional communication process among buyers and sellers designed to achieve a mutually beneficial exchange of goods and services.
3. Develop an awareness/understanding of role of personal selling in the marketing mix.
4. Develop an awareness/understanding of the interpersonal dynamics involved in relationship selling.
5. Develop entry-level professional proficiency in the execution and management of a sales transaction.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted