

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: BA2273- Salesmanship

II. COURSE DESCRIPTION: 3 credit hours
3 credit hours of lecture and 0 credit hours of lab per week.

A study of the general principles, theory, practice and techniques of selling including analysis of customer personality, psychology of selling and development of sales personality.
For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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Pre-requisite: NA

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers.

IV. TEXTBOOK AND MATERIALS:

Selling Today - Creating Customer Value , 13th Edition, Gerald Manning, Barry L. Reece & Michael Ahearne, Pearson Prentice Hall, 2015.

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

- 1: Read with comprehension, be critical of what they read, and apply knowledge gained to real life
- 2: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.
- 3: Communicate their ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.
- 5: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information
- 7: Understand each other, moving beyond simple acceptance to embracing and celebrating the rich dimensions of diversity by working as a team to learn, engaging with community, exhibiting cultural awareness, and creating equity.
- 9: Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility

VI. COURSE OUTCOMES:

Determine employment opportunities in salesmanship.
Integrate ethics in salesmanship.
Determine need of successful selling.
Integrate communication into selling situations.
Analyze the selling process.

Apply selling steps to various situations.
Evaluate various types of selling.
Demonstrate a sales presentation.

VII. COURSE OUTLINE:

1. Developing a Personal Selling Philosophy
2. Developing a Relationship Strategy
3. Developing a Product Strategy
4. Developing a Customer Strategy
5. Developing a Presentation Style
6. Development of Self and Others

VIII. INSTRUCTIONAL METHODS:

Class lectures
Class discussions
Role Plays
Field Observations
Videos
Presentations

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

Textbook
Paper and pencil (or pen) for note taking.
Tape recorders are permitted (however, flash photography is strictly forbidden).
Your mind and your attention.

X. METHODS OF ASSESSMENT:

The SCCC/ATS Outcomes #1, #2, #3, #5, #7, #9 will be measured by:
Exams
Assignments
Sales Presentation/Demonstration
Quizzes

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.