

Washtenaw Community College Comprehensive Report

BMG 160 Principles of Sales

Effective Term: Fall 2021

Course Cover

College: Business and Computer Technologies

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 160

Org Number: 13210

Full Course Title: Principles of Sales

Transcript Title: Principles of Sales

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission:

Change Information:

Consultation with all departments affected by this course is required.

Rationale: Update syllabus.

Proposed Start Semester: Fall 2021

Course Description: In this course, students will introduced to the principles of sales. Topics, such as the effective prospecting skills, preparing customer presentations, handling customer objections and closing a sale will be discussed. Students will recognize the responsibilities and ethics of a sales person. Students will develop skills for and an understanding of the basics of business-to-business contracts.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Identify and apply the responsibilities and ethical behavior of a salesperson.

Assessment 1

Assessment Tool: Outcome-related comprehensive departmental exam questions

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of the students will score 70% or higher on the outcome related questions

Who will score and analyze the data: Departmental faculty

2. Recognize and apply business-to-business (B2B) sales strategies.

Assessment 1

Assessment Tool: Outcome-related comprehensive departmental exam questions

Assessment Date: Winter 2022

Assessment Cycle: Every Three Years

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Number students to be assessed: All students

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Course Objectives

1. Describe different sales positions.
2. Identify common personality traits among salespeople and customers.
3. Analyze the ethical issues associated with sales.
4. Demonstrate the communication process.
5. Research trade knowledge such as products and industries.
6. Describe the methods of prospecting.
7. Demonstrate the different methods and approaches for sales presentations.
8. Demonstrate how to negotiate presentation objections.
9. Apply techniques of closing the sale.
10. Practice customer follow-up and service.
11. Demonstrate a sales presentation for a company product.

New Resources for Course

Course assessment tool now aligned in Blackboard Goals Tools.

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Reviewer

Faculty Preparer:

Donna Rochester

Action

Faculty Preparer

Date

May 21, 2021

Department Chair/Area Director:

Douglas Waters *Recommend Approval* *May 25, 2021*

Dean:

Donna Rochester *Recommend Approval* *May 25, 2021*

Curriculum Committee Chair:

Randy Van Wagnen *Recommend Approval* *Aug 05, 2021*

Assessment Committee Chair:

Shawn Deron *Recommend Approval* *Aug 10, 2021*

Vice President for Instruction:

Kimberly Hurns *Approve* *Aug 17, 2021*