

BUSAD169 : Professional Selling Fundamentals

General Information

Author:	<ul style="list-style-type: none">Sophia Possidon
Attachments:	DE Addendum_BUSAD_169 COR_12_01_2020 CoDE_09_26_2023.pdf
Course Code (CB01) :	BUSAD169
Course Title (CB02) :	Professional Selling Fundamentals
Department:	BUSAD
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0509.40) Sales and Salesmanship
CIP Code:	(52.1804) Selling Skills and Sales Operations.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000583017
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 169 covers the principles, techniques, and challenges of one-on-one selling of ideas, products, and services in today's domestic and international markets. Students' active participation provides practical experience through guided role-playing using techniques for success as a sales professional. Psychological and social aspects of buyer motivation are studied, as well as critical thinking, elements of presentation, and ethics as they relate to developing sales skills.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Business
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Not transferable

Transferability Status

Not transferable

Units and Hours

Summary

Minimum Credit Units (CB07) 3

Maximum Credit Units (CB06) 3

Total Course In-Class (Contact) Hours 54

Total Course Out-of-Class Hours 108

Total Student Learning Hours 162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0

Total 54

Course Out-of-Class Hours

Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

Advisory

CABOT265 - Microsoft Word I (in-development)

Objectives:

- Create, edit, save, retrieve, and print documents.
- Format and apply effects, bullets, colors, pictures, Word Art, styles, page borders to documents.
- Format characters, paragraphs, and sections in a document.

AND

Advisory

CABOT280 - Microsoft Powerpoint I (in-development)

Objectives

- Create, modify, and customize a PowerPoint presentation.
 - Create a title slide and a text slide with a multilevel bulleted list.
-

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Multimedia

Methods of Instruction Collaborative Learning

Out of Class Assignments

- Homework assignments (e.g. research psychological and social aspects of buyer motivation)

Methods of Evaluation

Rationale

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm examination

Exam/Quiz/Test

Final examination

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Charles Futrell	ABC's of Relationship Selling through Service	McGraw-Hill	2019	9781260316629

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Apply basic professional selling theory to everyday practice and demonstrate working knowledge of sales principles.

Apply sales and situational selling techniques - as an individual and as part of a group.

Analyze and solve real-life business sales problems where several "correct" answers may exist.

Evaluate ethical questions and issues in business, specifically in the field of professional sales.

Use and apply common business tools such as PowerPoint, Excel and Word.

Evaluate and critique the role of sales in marketing terms and its role in relation to a free enterprise.

SLOs

Discuss the psychological aspects of selling.

Expected Outcome Performance: 70.0

ILOs Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal
Core contexts within or across multiple modes of communication.
ILOs

Compare communication skills used in selling.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core cultivate creativity that leads to innovative ideas.
ILOs

Recognize, analyze, and effectively handle sales refusals and objections.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core cultivate creativity that leads to innovative ideas.
ILOs

Apply closing techniques to finalize the sale.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core cultivate creativity that leads to innovative ideas.

ILOs

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

Organize and present an actual sales presentation for a market or service.

Expected Outcome Performance: 70.0

ILOs Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions;
Core cultivate creativity that leads to innovative ideas.

ILOs

Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.

Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to solve unique problems.

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Selling as a Profession (6 hours)

- The Business Purpose
- Marketing Essentials
- Selling and Salespeople
- Ethical and Legal Issues in Selling
- Sales Knowledge: Customers, Products, Technologies

Sales Relationships (12 hours)

- Buying Behavior
- Buying Process
- Communication to Build Relationships
- Adaptive Selling for Relationship Building

Sales Process (12 hours)

- Prospecting
- Planning the Sales Call
- Making the Sales Call
- Closing the Sale

The Sales Pitch or Presentation (12 hours)

- Presentation Planning
- Strengthening the Presentation
- The Sales Presentation
- Responding to Objections

- Obtaining Commitment

Formal Negotiating (4 hours)

- Building Rapport
- Win-Win and Collaboration
- Partnerships and Customer Retention

The Salesperson Career Development (8 hours)

- Managing Your Career
- Networking
- Selling Yourself and developing a Personal Brand

Total Hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value