

SYLLABUS

BADM 146 - Personal Selling
3 CREDITS

CATALOG DESCRIPTION

A study of the principles and techniques of personal selling as a form of persuasive communication basic to business and other types of interpersonal relationships. Sales presentations are prepared and presented by each student.

Semester Offered: Spring of odd years

Prerequisites: NONE

Co-requisites: NONE

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will....

<i>Learn</i>	<i>Students will actively and independently acquire, apply and adapt skills and knowledge to develop expertise and a broader understanding of the world as lifelong learners.</i>
<i>Think</i>	<i>Students will think analytically and creatively to explore ideas, make connections, draw conclusions, and solve problems.</i>
<i>Communicate</i>	<i>Students will exchange ideas and information with clarity and originality in multiple contexts.</i>
<i>Integrate</i>	<i>Students will demonstrate proficiency in the use of technologies in the broadest sense related to their field of study.</i>
<i>Act</i>	<i>Students will act purposefully, reflectively, and respectfully in diverse and complex environments.</i>

GENERAL LEARNING OBJECTIVES

1. Cover the basic foundations for understanding the concepts and practices of selling in a practical and straightforward manner.
2. Provide a safe, supportive environment with ample opportunities for students to practice different sales situations.
3. Examine the different aspects of the work and career of a professional salesperson.

SPECIFIC LEARNING OUTCOMES

Upon successful completion of the course, the student will be able to ...

1. Understand ALL the fundamentals of personal selling.
2. Prepare and give sales presentation by communicating the message visually, verbally, and nonverbally.
3. Select the most appropriate action for a particular prospect or customer.
4. Apply new communication skills to all aspects of life, becoming a better communicator throughout life.

Syllabus developed by Jack Kant

Date May 1, 2007

Syllabus reviewed by Nancy Shepherd

Date April 7, 2009

A copy of syllabus is on file in the dean's office.