

INSTRUCTOR: Mr. Ron Deaton ; Office: Room 323;
Office Hours: 10:00 -10:30, 1:00 -1:30, daily, or by appointment;
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I. REQUIRED TEXT BOOKS

Manning and Reece, Selling Today: Building Quality
ed.1998, Prentice Hall

Relationships. 7th

<u>II. LEARNING OBJECTIVES</u>	<u>General Education Goals addressed*</u>
Students will learn to:	
A. To explore the range of opportunities in the sales field.	DL,L
B. To examine the sales personality and methods to improve it.	DL, L, CT
C. To empathize with potential customers.	DL,L CT, SPR
D. To learn and practice sales techniques.	DL,L CT
E. To develop greater self confidence.	DL,L CT,SPR
F. To become more knowledgeable in dealing with salespeople.	DL,L CT
G. To learn about various technologies that influence the sales process.	DL,L CT
*General Education Goals:	Code:
<u>Disciplinary Learning:</u> Knowledge of content in prerequisite or transfer courses, as well as preparation for a career.	DL
<u>Literacy:</u> Skills in reading, writing, speaking, listening, and quantifying, as well as awareness and appreciation of learning styles and lifelong learning options.	L
<u>Critical Thinking:</u> Competency in analysis, syntheses, problem solving, decision making, creative exploration, and formulation of an aesthetic response.	CT
<u>Social and Personal Responsibility:</u> Awareness of and responsiveness to diversity and commonality among cultures, multiplicity of perspectives, ethical behaviors, and health and wellness issues.	SPR
<u>Using Resources:</u> Skills in accessing, and evaluating information resources including campus resources, awareness of the role of information resources in making sound decisions, and command of the skills required to use appropriate technologies effectively.	UR

III. STUDENT ACTIVITIES TO ACHIEVE Learning Objectives:

- A. Study "Sales Wanted" classified ads.
- B. Give several sales presentations during the quarter.
- C. Bring guest speakers to class to discuss sales activities in Grays Harbor.
- D. Invite potential employers to class.
- E. Study the text.
- F. Make frequent class contributions.

IV. ADDITIONAL INPUT ON HOW BA 159 BLENDS IN WITH GRAYS HARBOR COLLEGE'S DESIRED STUDENT ABILITIES:

Competency in the Discipline:

Students will develop competencies in career planning, finding potential customers, planning and organizing for a sales presentation, approaching a prospect, understanding buyer behavior, doing demonstrations, overcoming objections, and servicing the customer after the sale is made.

Literacy:

Students will particularly practice communication skills learned throughout the rest of their education.

Critical Thinking.

Students will be required to evaluate choices in making presentations, and change their approach accordingly. They will be encouraged to demonstrate creativity throughout all their work.

Social and Personal Responsibility

Students will explore ethical issues surrounding sales activities, and be encouraged to factor the diversity of their prospective customers into all their efforts.

Using Resources

Students will tap into a variety of resources to meet class assignments including textual materials, magazines, newspapers, the internet, and guest speakers.

V. STUDENT EVALUATION:

Percent of Grade

A. Attendance, participation.	20%
B. Oral sales presentations.	30%
C. Written assignments and exams.	<u>50%</u>
TOTAL	100%

ATTENDANCE: Showing up for class is very important, because as you can see from the grading standards, 50% of your grade comes from in-class activities. Thus, an 'A' student would probably miss only 2 times or less and a 'B' student would miss 5 times or less. Make up assignments for days missed is possible, but the instructor reserves the right to limit how many make up assignments are possible.