



Business Administration

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| Course Number: | BUAD 176 |
| Course Title: | PROFESSIONAL SALES |
| Credits: | 3 |
| Calendar Description: | Students study the sales process as it applies to the successful selling of both goods and services to organizations. Students explore and practice each step in the sales process through hands-on interactive activities. The focus of this course is on building long-term, mutually beneficial relationships established through trust and ethical decision making. <i>(also offered by Distance Education)</i> |
| Semester and Year: | Fall 2019 |
| Prerequisite(s): | No |
| Corequisite(s): | No |
| Prerequisite to: | No |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | Required – BBA & Diploma, Marketing and Management option |
| Substitutable Courses: | No |
| Transfer Credit: | |
| Special Notes: | Credit may be received by passing a challenge exam |
| Originally Developed: | |
| EDCO Approval: | May 2017 |
| Chair's Approval: | |

Professors

| Caroline Gilchrist <i>Course Captain</i> | Email | Kelowna: E221 | cgilchrist@okanagan.bc.ca |
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| Dan Allen | Email | | dallen@okanagan.bc.ca |

Learning Outcomes

Upon completion of this course students will be able to

- describe the career opportunities available in organizational sales.
- demonstrate professional verbal communication skills.
- explain the importance

Notes

Class participation marks will be awarded based on class discussions, exercises and role plays using

Course Schedule

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| Week of: | | Orientation Day – September 3, 2019 Classes Begin – September 4, 2019 Thanksgiving – (No classes) – October 14, 2019 Remembrance Day – (No classes) – November 11, 2019 Last Day of Regular Classes – December 4, 2019 Exam Period – December 7, 2019 to December 18, 2019 | |
| Sept. | 4-6 | Course Introduction Overview of Personal Selling | Ch 1 |
| | 9-13 | Building Trust and Sales Ethics Sales Assignment Part 1: Product Selection Due | Ch 2 |
| | 16-20 | Understanding Buyers | Ch 3 |
| | 23-27 | Communications Skills | Ch 4 |
| Sept./ Oct. | 30-4 | Strategic Prospecting and Preparing for Sales Dialogue Sales Assignment Part 2: Background Information Due | Ch 5 |
| | 7-11 | Negotiation Midterm Review | |
| | 14-18 | Midterm Exam (Chapters 1-5) | |
| | 21-25 | Planning Sales Dialogues and Presentations Sales Dialogue: Creating and Communicating Value | Ch 6,7 |
| Oct./ Nov. | 28-1 | Sales Dialogue Cont. Sales Assignment Part | |

