

# Business Administration

Course Number:	<b>BUAD 176</b>
Course Title:	<b>PROFESSIONAL SALES</b>
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-  ethical decision making. <i>(also offered by Distance Education)</i>
Semester and Year:	<b>WINTER 2024</b>

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**Professors**

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**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 and role of personal selling in the integrated marketing communications mix of a company.
- perform each of the steps of the selling process.
- apply the basic strategies that relate to management of self and others as a professional salesperson.
- explain the importance of developing mutually rewarding and long-term relationships in an ethical sales environment.

**Course Objectives**

This course will cover the following content:  
See Course Schedule

**Evaluation Procedure**

Class Participation	8x.48 0.48 refEMC BT/P AM0.843 0.908rg77.64 225.6 275.4 0.12 ref0 g77.4 225	10%
Chapter Quizzes		10%

**Notes**

Course Schedule:

Professors may progress more quickly or slowly through the assigned chapters depending upon complexity, discussion, current issues, guest speakers and/or fieldtrips, etc. as well as the

Course Schedule

Date	Topic	Textbook
2024 Week of	Monday January 8th, First day of class Monday February 19 <sup>th</sup> , Statutory Holiday (no class)	Monday February 19 <sup>th</sup> , Statutory Holiday (no class)

