



# LEARN ON DEMAND

## BAS 155 PERSONAL SELLING SYLLABUS

### COURSE DESCRIPTION

This course introduces the professional selling process involving a series of interrelated activities with emphasis on planning and delivery of sales presentations and simulation and role playing of sales techniques. Examines the six selling steps including--prospecting, qualifying, presenting, answering objections, closing, and the after-sale service.

**Course Credits: 3**

**Contact Hours: 45**

**Prerequisites/Co-requisites N/A**

There are three modules in this course:

Module Name	Credit Hours	Description
BAS 1551 Selling as a Profession	1	Identifies career opportunities available in the four major employment areas of sales as well as positive contributions of selling in our market-oriented economy. Incorporates and considers the legal and ethical aspects of personal selling.
BAS 1552 Successful Selling and other Special Selling Topics	1	Demonstrates important relationship building strategies. Research and describe the product, the producer, the competition and consumer buying behavior.
BAS 1553 Dynamics of Selling	1	Covers and applies the basic steps in the selling process.
Total Credit Hours	3	

Duration: Calendar start and end dates are determined by the student's **Enrollment Notification**.

## **INSTRUCTOR INFORMATION**

To access and view instructor contact information, select *Meet Your Instructor* from the menu on the left when you access your course in Blackboard.

## **COURSE COMMUNICATION**

If you need to schedule a phone conference or an in-person visit with your instructor, click the Email Your Instructor link in the menu option to email your instructor (select all instructors) about making an appointment. List your course and section in the subject line of your email and adhere to netiquette rules while communicating with your instructor. Your instructor is here to guide you through the content and answer any questions you may have. Responses are generally given within 24-48 hours during the business week. The instructor's profile provides contact and other information. If you have questions about the course, please do not hesitate to contact the instructor. If you are having technical problems with the course, be sure to contact the Blackboard Help desk, click Help and Support on the menu or click the Help Tab at the top of the Blackboard page.

KCTCS Email information: <http://kctcs.edu/en/email.aspx>

*You are required to use your KCTCS email account when communicating with the instructor and other students in this course.*

## **INSTRUCTIONAL MATERIALS**

### **Required eResources**

E-book links within Module Units for:

**SELL4**, 4th Edition

Thomas N. Ingram; Raymond W. (Buddy) LaForge; Ramon A. Avila; Charles H. Schwepker;  
Michael R. Williams

ISBN-10: 1-285-16472-5

ISBN-13: 978-1-285-16472-4

## **SOFTWARE REQUIREMENTS**

You will need to make sure appropriate software and plug-ins are installed on your computer. Be sure to review, and if necessary, install appropriate software and plug-ins listed in the software section of the "Start Here" area in the Blackboard course shell. This may include programs to help you access content (like Adobe Acrobat Reader) and/or programs needed to complete assignments and projects (like Dreamweaver for developing a web page).

## **COURSE MODULE SCHEDULE/CALENDAR**

This course is offered on a self-paced basis. Calendar start and finish dates are determined by the student's *Enrollment Notification*.

## **GENERAL EDUCATION COMPETENCIES**

Students should prepare for twenty-first century challenges by gaining:

A. Knowledge of human cultures and the physical and natural worlds through study in the sciences and mathematics, social sciences, humanities, histories, languages, and the arts.

B. Intellectual and practical skills, including:

- inquiry and analysis
- critical and creative thinking
- written and oral communication
- quantitative literacy
- information literacy
- teamwork and problem solving

C. Personal and social responsibility, including:

- civic knowledge and engagement (local and global)
- intercultural knowledge and competence
- ethical reasoning and action
- foundations and skills for lifelong learning

D. Integrative and applied learning, including synthesis and advanced accomplishment across general and specialized skills.

## **COURSE MODULE INFORMATION**

### **Learner Competencies and Outcomes**

#### **Module BAS 1551**

Upon completion of this module, the student will be able to:

- Identify career opportunities available in the four major employment areas of sales: retail, wholesale, manufacturing and service
- Identify positive contributions of selling in our market-oriented economy
- Discuss legal and ethical considerations in personal selling

#### **Module BAS 1552**

Upon completion of this module the student will be able to:

- Demonstrate important person-to-person relationship building strategies that contribute to success in personal selling.
- Research the product, the producer, and the competition.
- Describe consumer buying behavior

#### **Module BAS 1553**

Upon Completion of this module the student will be able to:

- Understand and apply the basic steps in the selling process

# **COURSE OUTLINE**

## **Module BAS 1551**

### **Selling as a Profession**

- A. Diversity of Sales Careers
- B. Marketing and Selling Functions in the economy
- C. Social, Ethical, and Legal Issues

## **Module BAS 1552**

### **I. Successful Selling**

- A. Consumer Buying Behavior
- B. Communication and Persuasion
- C. Knowledge of Company, Products, and Competition

### **II. Special Selling Topics**

- A. Time, Territory, and Self-Management
- B. Use of Computer as Selling Tool
- C. Successful Selling by Telephone
- D. The Future of Selling and Sales Management

## **Module BAS 1553**

### **Dynamics of Selling**

- A. The Sales Process
- B. Sales Call Preparation

C. Making the Presentation

D. Building Long-Term Relationships through Service

## **GRADING CRITERIA**

### **Pre-Test**

Students are required to complete the Pre-Test, which consists of True/False questions. The Pre-Test is designed to Measure the student's knowledge and skill level prior to participation in the module learning content; as well as helping the learner to identify certain areas he/she will need to focus on in the course module content.

Test questions cover module competencies and the feedback is consistent in assisting student to recognize areas in which further study would assist the student with the overall learning process and building on mastery of the subject matter.

### **Credit for Prior Learning:**

**Eligibility for Credit for Prior Learning is determined with an overall score of 80% to 100% on the Pre-Test.**

If a score of 80 – 100% is achieved on the Pre-Test, the student will be presented with the option of taking the Post -Test to earn Credit for Prior Learning. The choice will be appear in test format requiring the student to choose TRUE to indicate YES to attempting the Post-Test or FALSE to indicate NO to attempting the Post-Test. If the answer is NO, the Learning Content for the module will be accessible to the student.

KCTCS Online open-entry course modules are based on the goal that students will demonstrate mastery of content. Through KCTCS Online, students have the opportunity to receive credit for prior learning. To receive this credit, students must demonstrate mastery of the course module competencies through the following steps:

- Take the pre-test. The pre-test may be taken only once. If the score on the pre-test meets a level of pre-determined competency, the student will have the option to immediately take the post-test.
- If the student demonstrates mastery of competencies on the post-test, a final grade will be awarded and the student will receive credit for the course. The final grade is based upon the actual score earned on the post-test along with any other assignments affecting the final course grade.
- If the student does not demonstrate mastery of competencies on the post-test, the student must remain enrolled in the course module until successfully completing all of the course

module requirements and the post-test, or until the end date of the course module-whichever comes first. Upon the end date of the course module, the student will receive a final grade earned based on completed assignments and post-test scores.

### **Post-Test**

Student mastery level has been determined to be a score of 80% or greater for this course module. If student scores below 80%, student will be directed to areas of weakness for restudy in order to master subject topics, prior to reattempting post-test. The student will have 3 attempts to meet the set mastery score of 80%. The Post-Test accounts for an equal percentage of the student's final grade for the module.

### **Final Grading Calculation**

This course is presented as a full (or parent) course with chunks of content called modules (since these modules can be taken separately). You will receive a score for each module. The score for each module is averaged together (determine by credit hour of each module) to determine your final grade for the full (or parent) course. The percentage score received for each module will be multiplied by the credit hours of the module to give a total module percentage. Each of the total module percent scores will be added together then divided by the total credit hour of the full (or parent) course to obtain a final percentage score for the course. Based on where the final percentage score falls on the grade scale will determine the final letter grade to be posted for the student.

<b>Module</b>	<b>Percentage Score Received for each Module based on the assignments</b>	<b>Credit Hours</b>	<b>Total Percentage</b>
BAS 1551 Selling as a Profession	Unit Quizzes = 2 @ 100 pts. Homework Assignment = 1 @ 100 pts. Post-Test = 100 pts.	x 1.0	33.33%
BAS 1552 Successful Selling and Other Special Selling Topics	Unit Quizzes = 4 @ 100 pts. Homework Assignment = 1 @ 100 pts. Post-Test = 100 pts.	x 1.0	+33.33%

BAS 1553 Dynamics of Selling	Unit Quizzes = 5 @ 100 pts.  Homework Assignment = 1@ 100 pts.  Post-Test = 100 pts.	x 1.0	+33.33%
Total Credit Hours>		3.0	
Final Percentage Score>			100

## Grading Scale

The following grading scale will be used:

A	90 TO 100%
B	80 TO 89%
C	70 TO 79%
D	60 TO 69%
E	Below 60%

## POLICIES

### Plagiarism Statement

Plagiarism and cheating are serious academic offenses. The KCTCS regulations pertaining to plagiarism and cheating can be found in Sections 2.3.1.1, 2.3.1.2, and 2.3.1.3 of the [KCTCS Code of Student Conduct](#).

Penalties for violation of these policies can be found in Section 2.3.2.1 and 2.3.2.2.

### Disability Statement

The Kentucky Community and Technical College System would like to help students with disabilities achieve their highest potential in academic studies. In order to receive accommodations on assignments or examinations, proper documentation must first be provided to the Office of Disability Services at your home campus. You must then self-identify and conference with the Director of Disability Support Services or Manager of Disability Services to begin receiving accommodations in the course/module. For more information, contact the office of [Disability Services](#).



## **Financial Aid**

Financial aid for the KCTCS Online program functions differently than financial aid for courses on campus or online through Distance Learning. Please contact the [KCTCS Online Student Services Help Desk](#) for more information.

## **Dropping a Course**

The student can receive an A, B, C, D, E, or W in this module. For information about how dropping this course will affect your grade and future financial aid, please view your academic calendar in [Student Self-Service](#) or contact the [KCTCS Online Student Services Help Desk](#) for more information.

## **HELP AND SUPPORT**

### **Blackboard**

The [Blackboard Support Center](#) can help provide support via Frequently Asked Questions, email, chat, and phone regarding Blackboard 24 hours a day, 7 days a week.

Help can be accessed by navigating to the top of your course webpage and selecting "Help" in blue.

### **Student Services**

The [KCTCS Online Student Services Help Desk](#) provides Frequently Asked Questions, email, chat, and phone service 24 hours a day, 7 days a week. Student Services staff can help you with any question you have about the application process, financial aid, registering for classes, tuition payments, and other student services.

### **Course-Specific Questions**

If you have a specific question about the course or the content, please contact your instructor as soon as possible. Your instructor's contact information is under the "Meet Your Instructor" link on the course menu. Please allow 24-48 hours for your instructor to respond to your questions.

### **Starfish**

Starfish is a student support tool that can help you succeed in your course. Your instructor can raise flags if there's a concern about your progress, give you kudos for good performance, or make to-do items for you that will help you succeed. You can also use Starfish to schedule appointments with your instructor or your Virtual Student Success Coach. Be sure to click on "Starfish" from the navigation menu in Blackboard to learn more and to create your student profile!