

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: BUS 322		Number of Credits: 3 Course credit policy (105)																	
Course Full Title: Advanced Selling																			
Course Short Title (if title exceeds 30 characters):																			
Faculty: Faculty of Professional Studies		Department (or program if no department): School of Business																	
Calendar Description: This advanced marketing course gives students the knowledge and skills necessary for a successful career in professional selling. Students will participate in the sales process for a local organization, competing against other teams of students to be the top-performing sales team. Note: Students with credit for BUS 390K cannot take this course for further credit.																			
Prerequisites (or NONE):		45 university-level credits including BUS 221.																	
Corequisites (if applicable, or NONE):		None																	
Pre/corequisites (if applicable, or NONE):		None																	
Equivalent Courses (cannot be taken for additional credit) Former course code/number: BUS 390K Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		Transfer Credit Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OReg to submit to BCCAT): <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see bctransferguide.ca .																	
Total Hours: 45 Typical structure of instructional hours: <table border="1"> <tr> <td>Lecture hours</td> <td>36</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>6</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td>3</td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total</td> <td>45</td> </tr> </table>		Lecture hours	36	Seminars/tutorials/workshops	6	Laboratory hours		Field experience hours	3	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		Total	45	Special Topics Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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Online learning activities																			
Other contact hours:																			
Total	45																		
		Maximum enrolment (for information only): 25 Expected frequency of course offerings (every semester, annually, every other year, etc.): Annually																	
Department / Program Head or Director: Dr. Frank Ulbrich		Date approved: November 2016																	
Faculty Council approval		Date approved: December 9, 2016																	
Campus-Wide Consultation (CWC)		Date of posting: January 20, 2017																	
Dean/Associate VP: Dr. Tracy Ryder Glass		Date approved: December 9, 2016																	
Undergraduate Education Committee (UEC) approval		Date of meeting: February 24, 2017																	

Learning Outcomes

Upon successful completion of this course, students will be able to:

- LO 1. Determine their personal sales style;
- LO 2. Develop a comprehensive prospecting plan;
- LO 3. Conduct prospecting calls in a professional manner;
- LO 4. Maintain accurate call records using database software;
- LO 5. Write a range of business communications, including memos and progress reports;
- LO 6. Prepare and deliver a professional sales presentation;
- LO 7. Demonstrate effectiveness in working as a member of a team;
- LO 8. Analyze cultural differences in buying behaviour;
- LO 9. Practice ethical selling.

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Lectures, workshops, guest presenters, in-class exercises, role plays, and an applied project. Students are required to give a sales presentation at an off-campus, Fraser Valley location and must arrange their own transportation.

Grading system: Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Blount, J.	Fanatical Prospecting	<input checked="" type="checkbox"/>	Wiley	
2. Keller, N.	Make It All About Them	<input checked="" type="checkbox"/>	Wiley	

Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)

n/a

Typical Evaluation Methods and Weighting

Final exam:	-	Assignments:	15%	Midterm exam:	15%	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Applied project:	50%	Class participation:	20%	Other:	-	Total:	100%

Details (if necessary):

Typical Course Content and Topics

Module One: The role of sales in the 21st century enterprise

- The history of modern selling
- The sales process revisited
- Foundations and guidelines for legal and ethical selling
- In-class exercise (LO 9)

Module Two: Prospecting strategy and methods

- The sales pipeline: keeping it full
- Traditional vs. online prospecting: choices and strategies
- Preparing a prospecting plan
- Written prospecting plan (LO 2, 5, 7)

Module Three: Pre-call planning

- Qualifying prospects using traditional and online information sources
- Choosing, customizing, and using a prospecting database
- In-class exercise (LO 4)

Module Four: The approach

- Productively engaging prospects in person, on the telephone, and online
- Overcoming "call anxiety"
- Determining one's sales style and adapting it to the buyer's
- Assignment (LO 1)
- Mid-term Exam (LO 3)

Module Five: The sales presentation

- Methods, behaviours, and materials
- Using storytelling to influence, motivate, and persuade
- Closing and following up the sale in a manner that produces results and respects the customer

- Group sales presentation (LO 6, 7)

Module Six: Globalism and selling

- Adapting to cultural buying preferences
- Individual presentation (LO 8)