**Course Information**

**Course Title**
MAR111: Principles of Sales

**Course Description**
Enables the student to understand and develop ethical sales techniques and covers the role of selling in the marketing process. Areas of emphasis include behavioral considerations in the buying and selling process and sales techniques.

**Credit Hours**
3

**CCCOnline Course Policies**
The CCCOnline Course Policies page contains information about the student's role in the classroom, grading policies, and rights and responsibilities.
**COURSE MATERIALS**

Your textbook is available online as an eText. You do not need to purchase any additional materials. For specific information on refund policies and the optional black and white textbook available for purchase please contact the CCCOnline bookstore.

**MINIMUM COMPUTER REQUIREMENTS**

To complete this course, you will need regular access to a computer from which you can get to the internet and use email. In order to ensure that your course functions properly, you must run the System Check. This is a CRITICAL STEP, and taking the time to do it now will eliminate a tremendous amount of frustration for you later. To run the System Check, click Tools in the course NavBar and then click System Check.

**REQUIRED eText**

**MAIN eText**


- The eText is part of the course design used for the study of sales. *Selling Today: Partnering to Create Value* (14th ed.) readings relate to the Principles of Sales course and support the activities of Pearson MyLabsPlus, Quizzes, Simulations, and Assignments.

**DIGITAL MATERIALS ACCESS AND SETUP**

This course integrates the digital content directly into the course site.

- Visit the Pearson Direct Integration Course Start page for details on first access to the materials.

To make sure your computer is set up correctly to access the eText and other digital content, review the Pearson Technical Support page, also linked in the Technical Support Module.
COURSE COMPETENCIES AND OUTCOMES

STUDENT COMPETENCIES

The competencies you will demonstrate in this course are as follows:

A. Discuss selling as a profession.
B. Discuss the role of personal selling and the marketing concept to an organization.
C. Analyze relationship selling and the role of sales professional and customer.
D. Understands the working of the company, the product and the competition.
E. Analyze all aspects of consumer behavior relative to the buying process.
F. Develop the basic fundamentals of an effective sales presentation.
G. Discuss careers in selling relative to growth and reward options.
H. Evaluating the impact of planning, organizing and leadership on sales management.
I. Analyze the role of territory management.

The module outcomes that will permit you to demonstrate course competencies are:

**MODULE 1**

<table>
<thead>
<tr>
<th>Outcomes</th>
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<tr>
<td>1 Examine selling as a profession.</td>
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**MODULE 2**

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<td>1 Summarize ethics and responsibility in selling.</td>
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### MODULE 3

**Outcomes**

1. Analyze relationship selling and the role of sales professional and customer.
2. Summarize the working of the company, the product and the competition.
3. Develop the fundamentals of an effective sales presentation.

**Competencies**

- C
- D
- F

### MODULE 4

**Outcomes**

1. Analyze all aspects of consumer behavior relative to the buying process.
2. Develop the fundamentals of an effective sales presentation.

**Competencies**

- E
- F

### MODULE 5

**Outcomes**

1. Discuss careers in selling relative to growth and reward options.
2. Evaluate the impact of planning, organizing and leadership on sales management.
3. Examine the role of territory management.
4. Develop the fundamentals of an effective sales presentation.

**Competencies**

- G
- H
- I
- F
**COURSE COMPETENCIES AND OUTCOMES**

**STUDENT COMPETENCIES**

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**Outcomes**

1. Analyze relationship selling and the role of sales professional and customer.  
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**Competencies**

C  
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### Module 4

**Outcomes**

1. Analyze all aspects of consumer behavior relative to the buying process.  
2. Develop the fundamentals of an effective sales presentation.

**Competencies**

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F

### Module 5

**Outcomes**

1. Discuss careers in selling relative to growth and reward options.  
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**Competencies**

G  
H  
I  
F
COURSE SCHEDULE

The Schedule is subject to change as needed.

This page summarizes all of the graded assignments, discussions, quizzes, and reading assignments for the course. If you want, you can print it out and post it somewhere handy.

All assignments are described in detail on the Module Assignment pages. If you have questions check there and/or send me an e-mail.

This course is not self-paced and is not open-exit. All assignments, quizzes, discussions, etc., are to be completed by no later than 11:59 pm MST/MDT of the due date.

NOTE: Important CCCOnline semester dates (e.g., drop/withdraw/term end) appear on the CCCOnline calendar.

MODULE 1

Reading/Assignments/Exams

Due Dates

Reading Chapters 1 and 2: eTextbook, Lecture Notes, and review PPTs
Read Module 1 Exploration
Participate in Module 1 Discussion 1
Module 1 Assignment: Product Selection
Complete Module 1 Chapter 1: Warm-Up, Videos, Simulation
(Pearson MyLabs)
Complete Module 1 Chapter 1: Quiz (Pearson MyLabs)
Participate in Module 1 Discussion 2
Complete Module 1 Chapter 2: Warm-Up, Videos, Simulation
(Pearson MyLabs)
Complete Module 1 Chapter 2: Quiz (Pearson MyLabs)

MODULE 2

Reading/Assignments/Exams

Due Dates

Reading Chapters 3, 4, and 5: eTextbook, Lecture Notes, and review PPTs
Read Module 2 Exploration
Participate in Module 2 Discussion 1
Complete Module 2 Assignment 1: Personal Philosophy and Product Description
Complete Module 2 Chapter 3: Warm-Up, Videos, Simulation
(Pearson MyLabs)
Complete Module 2 Chapter 3: Quiz (Pearson MyLabs)
Participate in Module 2 Discussion 2
Complete Module 2 Assignment 2: Practice Sales Presentation
Complete Module 2 Chapter 4: Warm-Up and Videos
(Pearson MyLabs)
Complete Module 2 Chapter 4: Quiz (Pearson MyLabs)
Complete Module 2 Chapter 5: Warm-Up, Videos, Simulation
(Pearson MyLabs)
Complete Module 2 Chapter 5: Quiz (Pearson MyLabs)
**Module 3**

**Reading/Assignments/Exams**

- Read Chapters 6, 7, 8, and 9: eTextbook, Lecture Notes, and review PPTs
- Read Module 3 Exploration
- Participate in Module 3 Discussion 1
- Complete Module 3 Assignment: Target Audience, Customer Need, and the Sales Cycle
- Complete Module 3 Chapter 6: Warm-Up, Videos, Simulations (Pearson MyLabs)
- Complete Module 3 Chapter 7: Warm-Up, Videos, Simulations (Pearson MyLabs)
- Participate in Module 3 Discussion 2
- Complete Module 3 Chapter 8: Warm-Up and Videos (Pearson MyLabs)
- Complete Module 3 Chapter 9: Warm-Up and Videos (Pearson MyLabs)

**Module 4**

**Reading/Assignments/Exams**

- Read Chapters 10, 11, 12, 13, 14, and 15: eTextbook, Lecture Notes, and review PPTs
- Read Module 4 Exploration
- Participate in Module 4 Discussion 1
- Complete Module 4 Assignment: Presentation on 6 Steps and Potential Customer Objections
- Complete Module 4 Chapter 10: Warm-Up and Videos (Pearson MyLabs)
- Complete Module 4 Chapter 11: Warm-Up, Videos, Simulation (Pearson MyLabs)
- Complete Module 4 Chapter 12: Warm-Up, Videos, Simulation (Pearson MyLabs)
- Participate in Module 4 Discussion 2
- Complete Module 4 Chapter 13: Warm-Up and Videos (Pearson MyLabs)
- Complete Module 4 Chapter 14: Warm-Up and Videos (Pearson MyLabs)
- Complete Module 4 Chapter 15: Warm-Up and Videos (Pearson MyLabs)

**Module 5**

**Reading/Assignments/Exams**

- Read Chapters 16 and 17: eTextbook, Lecture Notes, and review PPTs
- Read Module 5 Exploration
- Participate in Module 5 Discussion 1
- Complete Module 5 Chapter 16: Warm-Up and Videos (Pearson MyLabs)
- Complete Module 5 Chapter 16: Quiz (Pearson MyLabs)
- Participate in Module 5 Discussion 2
- Complete Module 5 Chapter 17: Warm-Up and Videos (Pearson MyLabs)
- Complete Module 5 Chapter 17: Quiz (Pearson MyLabs)
- Complete Module 5 Final Sales Paper
- Complete Module 5 Final Sales Presentation

Last updated: 8-7-2019 tlt

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