

Course Abstract

Course ID and Name: MKT 143, Salesmanship

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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Prerequisites: None

Co-requisites: None

Course Description:

The fundamentals of selling with particular stress on preparation, approach, demonstration, overcoming objectives, and closing sales, developed through discussions and participation in sales situations.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Learning Outcomes:

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

1. Discuss the importance of a knowledge of personal selling and attaining success in both sales and non-sales careers.
2. Illustrate how a firm's product, price, distribution, and promotional efforts are coordinated for maximum selling success.
3. Define the 7-steps in the selling process.

Course Content Areas:

- Explain the terms personal selling, persuasion, and sales/market. Summarize the advantages of a sales career and the monetary compensation. Discuss the kinds of careers available in selling
- Define the terms marketing, market, market payment, and marketing concept. Explain the evolution of personal selling and define the characteristics of successful partnerships. Present the concept of social responsibility
- Discuss the terms, prospecting, pre-approach, approach, presentation, handling objection, trial closes and the close. Explain the importance of follow up
- Incorporate all of the above in an actual sales presentation