NORTHEASTERN TECHNICAL COLLEGE
COURSE OUTLINE

<table>
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<tr>
<th>COURSE:</th>
<th>PREFIX NO.</th>
<th>EFFECTIVE DATE</th>
<th>NEXT REVIEW DATE</th>
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<tbody>
<tr>
<td>MKT 120</td>
<td></td>
<td>January 2014</td>
<td>January 2015</td>
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<table>
<thead>
<tr>
<th>TITLE:</th>
<th>CREDIT</th>
<th>CONTACTS</th>
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<tbody>
<tr>
<td>Sales Principles</td>
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PREREQUISITES: None

DESCRIPTION: LEVEL I: This course is a study of the personal selling process with special emphasis on determining customer needs and developing effective communications and presentation skills.

LEVEL II: Upon successful completion of this course, the student should be able to: identify a prospect and make a complete sales presentation which includes determining the customer's needs; converting a product's features into customer benefits; demonstrate the product overcoming objections, closing the sale, and; developing a plan for post-purchase follow-up.

TEXTBOOK(S) OR ALTERNATIVE:

MATERIALS (specifying those to be purchased by student):
Those needed to complete the assigned project.

COLLATERAL READING:
How I Raised Myself From Failure to Success in Selling
How to Win Friends and Influence People
Success Through the Glenn Bland Method
Think and Grow Rich
How To Have Confidence and Power in Dealing With People
Magic of Thinking Big

CLASS MANAGEMENT ACTIVITIES (Attendance, tardies, testing, etc.):
Academic Honesty: During a test, as well as on any written assignment, paper, or project, anyone determined to be exchanging information or copying someone else's work will be given a grade of zero on that work and will face further disciplinary action. Collusion is defined as the unauthorized collaboration with any other person in preparing work offered for credit. This, as well as plagiarism, the appropriation of any other person's work offered for credit, will also be subject to a grade of zero on the work and further disciplinary action. Please refer to the Student Code Book, "Academic Dishonesty" section, pp. 9-10.
ABBRENCES: Twenty percent of class time will be the maximum number allowed. There are no unexcused absences except those verified by other instructors for field trips or school related assignments. A student with a doctor's excuse will be allowed to make up missed work, but the absence is still counted toward the number of allowed absences.

TARDIES: A student is tardy if he/she arrives for class after the instructor has checked the roll. Three tardies count as one absence. Any student who is tardy more than the allowed absences will be dropped from the class.

TESTING: There will be regular assigned test and it is the student's responsibility to make sure he/she is present when each test is given. A make-up test will be given if the student makes arrangements with the instructor beforehand.

CLASSROOM ETIQUETTE: An integral part of an education is developing a sense of integrity and responsibility not only toward ourselves but also toward others. In the classroom, as on the job or in your home, exhibiting appropriate behavior reflects on your maturity. Arriving late to class, being unprepared, inappropriate talking while class is in session, etc., negatively reflect on you and your fellow students. Please be considerate.

DISABILITIES STATEMENT: Students with disabilities are encouraged to contact the Dean of Student Services to discuss needs or concerns as they pursue an academic program and participate in campus life. The Dean of Student Services will provide guidance regarding official documentation of disabilities and/or accommodation of needs. (See College Catalog)

STUDENT ID: It is mandatory that every student wear his or her student ID at all times when on the Cheraw campus.

During the first week of classes, the instructor will issue a reminder to wear the ID. This reminder is a warning.

After the first week of classes, instructors are required to dismiss students without ID from class. The student may get his/her ID (or a new one in Student Services for $3.00) and return to class before the midpoint of the class. If the student cannot get an ID and return to class by the midpoint, the instructor will record the absence.

RESOURCES (A-V, persons, tools/equipment):
Speakers
DVD’s
Video cassettes
Magazines
Internet Research
COURSE TOPICAL OUTLINE (List topics and sub-topics of course) and Calendar or approximate length of time devoted to topic.

I. Overview of Personal Selling

II. Building Trust

III. Communication Skills

IV. Prospecting

V. Base of the sale
   a. Your sales personality
   b. Product knowledge
   c. Presentation and Demonstration
   d. Handling Objections
   e. Closing The Sale
   f. Service after the sale

LEARNING OUTCOMES/OBJECTIVES OF COURSE: Upon successful completion of the course, the student should be competent to identify a prospect and make a complete sales presentation which includes:

1. Determining the customer's needs.
2. Convert a product's features into customer's benefit.
3. Demonstrate the product.
4. Overcome objections.
5. Close the sale.
6. Develop a plan for post-purchase follow-up.

INSTRUCTIONAL METHODS TO COMPLETE OBJECTIVES:
1. Lecture
2. Role playing
3. Speakers
4. Individual projects including Internet Research
5. Suggested readings
6. Videos and DVD’s

EVALUATIVE METHODS TO APPRAISE OBJECTIVES:
Sales Presentations - 80%

Student must make a total of ten plus presentations to class out of textbook of which ten will be graded on content, preparation and the manner in which it is presented.

Class Participation 20%

GRADING SCALE:
A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = 59 - BELOW