

**Fond du Lac Tribal and Community College  
COURSE OUTLINE FORM**

**01/21/16**

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

**1. Prepared by:** \_\_\_\_\_

**2. Date submitted:** \_\_\_\_\_

3. Date approved: \_\_\_\_\_ Date revised 04/22/15, 08/31/17

**4. Department/discipline:** Business

**5. Department(s) endorsement(s):** \_\_\_\_\_

**(Signatures of the person(s) providing the endorsement are required.)**

6. Course Title: Sales Management

Abbreviated course title (25 characters or less): \_\_\_\_\_

7. Course Designator: MKTG                      8. Course Level: 1030

9. Number of Credits: Lecture 3                      Lab \_\_\_\_\_

10. Control Number (on site) 40                      Control Number (online) \_\_\_\_\_

11. Catalog/Course description:

The principles and techniques of salesmanship are stressed along with a study of customer buying, behavior, and motivational theories. This course is designed to show the importance of personal selling as an integral component of the marketing mix.

12. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

13. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

College level materials and text chosen at discretion of instructor. Internet and article research

14. **Course Content** (Provide an outline of major topics covered in course)

- a. Personal Selling and the Marketing Concept
- b. Communication in Building a Selling Strategy
- c. Product Strategy
- d. Customer Strategy
- e. Presentation Strategy
- f. Telemarketing and the Future of Personal Selling

15. **Learning Goals, Outcomes, and Assessment**

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

Course Learning Outcomes will fulfill the identified competencies.

*Course Learning Outcomes*

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

- 1. Identify career opportunities available in selling and related fields. (A, B)
- 2. Develop a product selling strategy. (A, B, C, D)
- 3. Explain some of the elements which influence consumer behavior. (B, C, D)
- 4. Prepare and demonstrate a sales presentation. (A, B)
- 5. Explain the role of technology to the future of selling, especially in the area of telemarketing. (A, B, D)

16. **Minnesota Transfer Curriculum (MnTC):** If this course fulfills an MnTC goal area, state the goal area and list the goals and outcomes below:

See [www.mntransfer.org](http://www.mntransfer.org)

Goal Area(s): \_\_\_\_\_

Does this course require additional material for specific program requirements?  
If yes, please provide.

**01/21/16**