# 4/8/2021

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 27 April 2021

Term and Year of Implementation: Spring 2022

**Course Title:** Professional Selling

**BRCC Course Rubric:** BUSN 1503

**Previous Course Rubric**: BUSN 150

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:**

**CIP Code:** 52.1804

**Course Description:** Introduces students to basic customer service and sales skills, including strategies for engaging customers, assessing customer needs, closing sales, and following-up. This course requires an exam fee and a materials fee.

**Prerequisites:**  None

**Co-requisites:** None

**Suggested Enrollment Cap:** 30

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Describe various approaches to personal selling and its role in organizations.

2. Describe how salespeople add value to customer relationships.

3. Demonstrate an understanding of the role of ethical conduct in the development of long-term customer relationships.

4. Demonstrate an understanding of organizational buying decisions.

5. Utilize interpersonal skills to assist customers and work cooperatively with others.

6. Demonstrate an understanding of strategic prospecting and effective sales dialogues.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Homework, projects, presentations, and/or class work

2. Exams and/or quizzes

3. Common questions assessing the student's knowledge of the learning outcomes will be administered to all sections of the course at the end of the semester.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

1. Overview of Personal Selling

2. Foundations of Professional Selling

3. Initiating Customer Relationships

4. Developing Customer Relationships

5. Enhancing Customer Relationships