



COURSE INFORMATION SHEET

Note: If a more detailed, instructor/section-specific course information sheet is required, please contact the department.

DEPARTMENT:

Business Administration/Economics

COURSE:

MAR201 DYNAMICS OF SELLING

COURSE DESCRIPTION:

Factors involved in effective selling; methods of conducting the sales presentation; application of psychological and persuasive selling techniques. 3 Class Hours, 3 Credits.

COURSE PREREQUISITES:

BUS 104 with a grade of C or higher.

COURSE LEARNING OUTCOMES:

1. Develop a list of potential customers and demonstrate the ability to qualify these prospects.
2. Demonstrate an understanding of the role of ethical conduct in developing long term customer relationships.
3. Explain aspects of customer service and relate these to managing long term sales relationships.
4. Identify various selling techniques and analyze these through role-play and presentations.
5. Demonstrate ability to adapt selling techniques to a customer's social style, ego state and needs.