



Course Description

MKA1021 | Fundamentals of Selling | 3.00 credits

The nature and requirements of selling, including a consideration of buyer motivations and selling theories in relation to various buyer-seller situations.

Course Competencies:

Competency 1: The student will demonstrate an understanding of:

1. Understanding the importance of selling in a consumption economy
2. Understanding the value of the study of the behavioral sciences in selling
3. Comparing and contrasting the individual aspects of consumer buying behavior
4. Comprehending the communication process of buying and selling

Competency 2: The student will apply their knowledge by:

1. Discussing the classifications of personal selling activities
2. Showing how advertising relates to personal selling
3. Showing how sales promotion relates to personal selling

Competency 3: The student will demonstrate aspects of the career by:

1. Comprehending the aspects of a career in selling
2. Identifying the support provided by the company for its staff

Competency 4: The student will demonstrate an understanding and application of:

1. Understanding the benefits of product knowledge using the techniques of prospecting
2. Identifying the sources and importance of competition knowledge
3. Describe the steps in selling as they relate to the buyers' decisions
4. Securing the interview and approaching the prospect
5. Understanding the values and techniques of the product demonstration
6. Discuss why buyers offer objections and how proper planning can prevent or handle objections
7. Demonstrating when and how to close a sale

Competency 5: The student will comprehend the importance of building customer services by:

1. Understanding the importance of building sound customer relations
2. Identifying the essentials of self-management
3. Demonstrating characteristics of industrial selling activities
4. Identify the duties and performance of retail salespeople and discuss sales management functions
5. Identifying the elements of the sales managers' responsibilities

Competency 6: The student will prepare for a sales career by:

1. Writing on a topic relating to sales or careers in sales

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information