INSTRUCTOR | PHONE | EMAIL
--- | --- | ---
Bev McCrostie, M.Ed | See Blackboard | Bev.Mccrostie@rdc.ab.ca

CLASS TIMES

<table>
<thead>
<tr>
<th>Section</th>
<th>Day</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Z</td>
<td>Thursdays</td>
<td>6:00pm – 8:00pm</td>
<td>Online</td>
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<tr>
<td></td>
<td></td>
<td>Jan 4, Jan 18, Feb 8, Mar 8, Mar 29, Apr 5</td>
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</tbody>
</table>

OFFICE HOURS

Tuesday / Thursday | 10:00am – 12:00pm | or by appointment |

CREDIT HOURS | 3 |

DELIVERY METHOD | Online |

ACADEMIC CALENDAR ENTRY:
This course looks at the role of selling in the business world in addition to the nature and rewards of selling. Further, the course looks at the details of the salesman's job and qualifications as well as knowledge and skills needed for successful selling. Other topics discussed are the sales process and the salesperson's personal, customer, and social responsibilities.

PREREQUISITES:
BADM 132 – Introduction to Marketing

COURSE TOPICS:
- Career of the Professional Salesperson
- Elements of Effective Presentations
- Communication for Successful Selling
- Sales Knowledge: Customers & Products
- Planning Your Sales Call & Presentation
- Prospecting for New Clients
- Psychology of Selling
- Overcoming Objections
- Closing a Sale
- Follow-up: Maintain Relationship

LEARNING ACTIVITIES:
Variety of group and individual learning activities, including: online open-book quizzes and closed-book tests, sales labs and assess other classmates’ sales labs, teams prepare a written sales report and give a sales presentation to industry contacts, guest speakers from industry, instructor lectures, small group discussion, and teams complete textbook assignments.

TRANSFER AGREEMENTS:
Formal transfer agreements between Red Deer College and other Alberta universities and colleges are found at [www.acat.gov.ab.ca](http://www.acat.gov.ab.ca). If you want to transfer this course to an institution not shown on the ACAT website, please contact that institution for correct procedures.
LEARNING OUTCOMES:
Upon successfully completing this course, you should be able to
- Communicate information persuasively and accurately in verbal and written formats.
- Employ customer service strategies that meet potential and current customer needs and demands while adhering to ethical, responsible and legal standards.
- Plan, deliver, and assess business-to-business sales presentations.
- Use constructive feedback in the evaluation of selling skills.
- Select and effectively deliver content using the latest technology.
- Apply the salesperson skill set in any situation where you need to sell yourself, an idea, a product, or a service.

REQUIRED TEXTBOOKS AND EQUIPMENT:

REQUIRE D TEXTBOOKS AND EQUIPMENT:

REMIN D / DS B Information & Events

Remind is a system designed to alert students of emergencies and important notices at the Donald School of Business via text message. All students are encouraged to register their cell phone number by sending the message “@dsbs” to (587) 333-2775. Please note that your information is kept confidential and will not be distributed for any other use.

The DSB Information & Events channel is located in Blackboard under “My Organizations”, and houses information about the Donald School of Business such as employer spotlights, job opportunities, and other important information and events. All DSB students are encouraged to self-enroll by visiting:
https://rdc-bb.blackboard.com/webapps/blackboard/content/listContentEditable.jsp?content_id=305735_1&course_id=12705_1#

To unsubscribe from this channel, please contact the DSB Administrative Assistant: Nancy.Eby@rdc.ab.ca | 403.342.3555.

COURSE REQUIREMENTS:
1) Students are expected to have read in advance the material to be taken up in class, and to have completed all assigned homework. An unexcused failure to submit an assignment on the due date will result in a mark of zero.

2) Term tests must be supervised by an approved proctor. For students in Red Deer and area, it is recommended that the tests be written on-site at the DSB Downtown Campus on the dates outlined in the tentative schedule. Otherwise, please contact the Distance Learning office at distance.learning@rdc.ab.ca or the following link http://www.rdc.libguides.com/offcampustesting for more information on setting up a proctor.

3) Any student missing a test without having made prior arrangements with the instructor will receive a grade of zero for that test.

4) Students are expected to participate in class discussions and sales labs throughout the course.

5) Students should ensure that they are familiar with Red Deer College’s Student and Academic Standard Practices and Policies as well as the key dates in the Academic Schedule.

BLACKBOARD:
Course materials are available on the Blackboard site. Please check the website daily to be sure you are up-to-date.

If the Loop is down, students can still access Blackboard and email as follows:
Blackboard: https://rdc-bb.blackboard.com
For email: https://email.rdc.ab.ca
METHODS OF EVALUATION:
Textbook Tests (3) 30%
Quizzes 5%
Discussion Postings 15%
Class Assignments 15%
Business Presentation Project 35%
Total 100%

ASSESSMENT OF STUDENT PERFORMANCE:
Brief assignment descriptions are provided below. Additional details about each assignment will be provided in class.
1) Textbook Tests – Three tests consisting of multiple choice and true/false questions, covering material in the textbook and class discussions.
2) Quizzes – Eleven quizzes consisting of multiple choice questions.
3) Discussion Postings – Read and respond to a variety of postings, including recording sales labs.
4) Class Assignments – A variety of instructor and textbook assignments (located at the end of each chapter).
5) Business Presentation Project – Following through the steps outlined in the textbook, you are to prepare and make an in-class sales presentation for a mock (although plausible) product or service. You will work in a group of 2 to 4 students.

GRADING SYSTEM:
Final grades in this course will be assigned based on the Alberta Education Grade Comparison letter grading system as described on page 9 in the RDC Program and Course Guide.
http://rdc.ab.ca/programs/academic-calendar/program-and-course-guide-2017-2018

MIDTERM FEEDBACK:
Midterm feedback for this course will be available from the instructor and will be available in Blackboard. After reviewing their marks to this point, students should make an appointment with the instructor to discuss their progress and concerns. The instructor is also available prior to this in designated office hours if students have any concerns. Please see “Important Dates” below.

RDC FINAL EXAMINATION POLICY
The RDC Final Examination Policy will be followed with respect to Final Examinations. Please review this document to ensure you understand the contents and implications of the policy at See: Final Examinations Policy

Please note: There is no Final Exam in this course.

ACADEMIC MISCONDUCT
Academic misconduct in all its forms is a serious offence. Academic misconduct is the giving, taking, or presenting of information or material that unethically or dishonestly aids oneself or another on any work which, under normal circumstances, is to be considered in the determination of a grade or the compilation of academic requirements or the enhancement of that student’s record or academic career. The two key areas of academic misconduct are plagiarism and cheating. Please read the definitions that follow.

Plagiarism: The use or close imitation of language, paintings, films, prototypes and ideas of another author and representation of them as one’s own original work. The most common forms of plagiarism are copying or paraphrasing another author’s work without proper acknowledgement, using the ideas or lines of reasoning of another author’s work without proper acknowledgement, submitting work to which someone else has made substantial improvements to the content, and submitting the same work for multiple courses without approval.

Plagiarism can be judged to have occurred if the instructor has both the submitted material and original source that was copied, or if the student is unable to explain the terminology or ideas of a submission.
**Cheating:** Any attempt to give or obtain unsanctioned assistance in a formal academic exercise (e.g., examination). Some examples of cheating are unauthorized cheat sheets in a test or exams, the unauthorized use of electronic devices during an exam, and copying from an adjacent student.

See:
- [Appeals: Formal Policy](#)
- [Appeals: Informal Resolution Policy](#)
- [Student Misconduct: Academic and Non-Academic Policy](#)

**CHANGES TO THE COURSE OUTLINE**
Changes to the course outline will be made with the consent of the course instructor and students. Changes will be reviewed by the Associate Dean for consistency with College policies.

**IMPORTANT DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 3</td>
<td>Tuition Fees for Winter term 2018 due</td>
</tr>
<tr>
<td>January 12</td>
<td>Last day to register or add/drop Winter 2018 courses</td>
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<tr>
<td>January 12</td>
<td>Last day to have tuition refunded for Winter 2018 courses</td>
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<tr>
<td>February 19</td>
<td>Family Day – College Closed</td>
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<tr>
<td>February 20 – 23</td>
<td>Mid-term break – no credit classes</td>
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<tr>
<td>March 2</td>
<td>Mid-term Feedback date – Instructors give students formal feedback on their academic standing in Winter term courses</td>
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<tr>
<td>March 6</td>
<td>Emergency Response Day</td>
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<tr>
<td>March 16</td>
<td>Final exam schedule posted</td>
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<tr>
<td>March 19</td>
<td>Continuing Student Registration begins for 2018-2019</td>
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<tr>
<td>March 30</td>
<td>Good Friday – College Closed</td>
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<tr>
<td>April 10</td>
<td>Last day to withdraw from Winter term and Full year 2017-2018 courses and receive a WD</td>
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<tr>
<td>April 10</td>
<td>Last day of classes for Winter term and Full year 2017-2018 courses</td>
</tr>
<tr>
<td>April 16 – 21</td>
<td>Final Exams – <strong>students are expected to be available during this time period</strong></td>
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<tr>
<td>April 27</td>
<td>Final grades available for Winter term 2018</td>
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For complete details, refer to the RDC Events Calendar: [www.rdc.ab.ca/events-calendar](http://www.rdc.ab.ca/events-calendar)
ADDITIONAL INFORMATION

- It is the student’s responsibility to be familiar with the information contained in the Course Outline and to clarify any areas of concern with the instructor. Refer to the below policies should questions or concerns about the Course Outline not be resolved directly with the instructor:
  - Appeals: Formal
  - Appeals: Informal Resolution
  - Student Misconduct: Academic and Non-Academic
  - Student Rights and Responsibilities

- Students should be aware that Personal Counselling, Career, Learning and Disability Services are provided by RDC. It is the student’s responsibility to discuss their specific learning needs with the appropriate service provider. **Counselling at DSB is available from 9am to 12pm on Thursdays. To book an appointment, phone (403) 343-4064.**

- This course may be eligible for Recognition of Prior Learning. Students should refer to the RDC Course Calendar for a list of excluded courses. See: [Recognition of Prior Learning Policy](http://rdc.ab.ca/about/policies-publications/policies/policies)

- Audio or video recording, digital or otherwise, of lectures, labs, seminars, or any other teaching environment by students is allowed **only with the prior written consent of the instructor or as a part of an approved accommodation plan.** Student or instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

- Classroom Learning Resources may be available to students in alternative formats.

  The complete list of RDC academic policies is available at: [http://rdc.ab.ca/about/policies-publications/policies/policies](http://rdc.ab.ca/about/policies-publications/policies/policies)
<table>
<thead>
<tr>
<th>Date</th>
<th>Outline of Topics</th>
<th>Activities/Readings</th>
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<tbody>
<tr>
<td>Week 1: Jan 4</td>
<td>Introduction to course</td>
<td>Chapter 3</td>
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<tr>
<td></td>
<td>Psychology of Selling: Why People Buy</td>
<td>Attend Online Session #1</td>
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<td></td>
<td>Communication for Successful Selling: How to Build</td>
<td>Chapter 4</td>
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<td>Relationships</td>
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<td>Week 3: Jan 18</td>
<td>Sales Knowledge: Customers, Products, Technologies</td>
<td>Chapter 5</td>
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<td>Attend Online Session #2</td>
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<td>Week 4: Jan 25</td>
<td>Test 1</td>
<td>Chapters 3 - 5</td>
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<td>Prospecting – The Lifeblood of Selling</td>
<td>Chapter 6</td>
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<td>Week 5: Feb 1</td>
<td>Preapproach – Planning Your Sales Call &amp; Presentation</td>
<td>Chapter 7</td>
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<tr>
<td>Week 6: Feb 8</td>
<td>Approach – Begin Your Presentation Strategically</td>
<td>Chapter 8</td>
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<td>Attend Online Session #3</td>
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<td>Week 7: Feb 15</td>
<td>Presentation – Elements of Effective Persuasion</td>
<td>Chapter 9</td>
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<tr>
<td>Week 8: Feb 19-23</td>
<td>Mid-Term Break – No Classes</td>
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<tr>
<td>Week 9: Mar 1</td>
<td>Test 2</td>
<td>Chapters 6 - 9</td>
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<td>Objections – Address Your Prospect’s Concerns</td>
<td>Chapter 10</td>
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<tr>
<td>Week 10: Mar 8</td>
<td>Closing – Beginning of a New Relationship</td>
<td>Chapter 11</td>
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<td>Attend Online Session #4</td>
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<td>Week 11: Mar 15</td>
<td>Follow-up – Maintain &amp; Strengthen the Relationship</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>Week 12: Mar 22</td>
<td>Test 3</td>
<td>Chapters 10 - 12</td>
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<td></td>
<td>(Hard copy of Business Presentation Report due)</td>
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<tr>
<td>Week 13: Mar 29</td>
<td>Sales Presentations</td>
<td>Attend Online Session #5</td>
</tr>
<tr>
<td>Week 14: Apr 5</td>
<td>Sales Presentations</td>
<td>Attend Online Session #6</td>
</tr>
</tbody>
</table>

This schedule is subject to change

Approved by:  
Associate Dean

December 20, 2017

Signature

Date