

Glassboro State College Senate Curriculum Committee

Approval Form

Proposal Title: Personal Selling, New Course Proposal

Sponsor(s) James T. Strong Dept.: Marketing Ext. 6464

Check one: Course Specialization Concentration Minor Achievement Certificate
 Certification Program Major Program Minor Change (please name: deletion or credit/title/catalog change)

Undergraduate Graduate 3 Credit Hours

<p>Step 1 (Department)</p> <p><input checked="" type="checkbox"/> Approved <u>6 Apr 88</u> Date</p> <p><input type="checkbox"/> Not Approved</p> <p>Dept. CC Chairperson</p> <p><input checked="" type="checkbox"/> Reviewed <u>6 Apr 88</u> Date</p> <p><u>[Signature]</u> Dept. Chairperson</p>	<p>Step 2 (Receipt)</p> <p><input type="checkbox"/> SCC# <u>87-88-13</u></p> <p>Proposal Received <u>4/8/88</u> Date</p> <p><u>[Signature]</u> SCC Chairperson</p>	<p>Step 3 (School CC)</p> <p>Reviewed <u>11/4/88</u></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p>Comments:</p> <p><u>[Signature]</u> School Curr. Comm. Chairperson</p>
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Step 4 (Academic Dean) **Comments:**

Recommend
 Not Recommend
 Conditionally Recommend (see comments)

Reviewed 11/9/88
Date

[Signature]
Signature, Dean of School

Step 5 (SCC)

Open Hearing 12/14/88 Approved by Senate Curriculum Committee 1/25/89
Date Date

Returned to sponsor(s) for the following reasons:

Evaluation + Grades
Prerequisite - add "introduction" to marketing

Step 6 (Senate)

Presented to Senate 1/27/89 Approved Not Approved
Date

Notification to Vice-President for Academic Affairs 2/1/89 [Signature]
Date Signature, SCC Chairperson

Step 6 (Senate)

Received 2/15/09
Date

Approved YES No

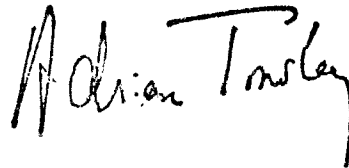
If no, reasons are as follows:

Student credit hours 3

Faculty load hours 3

Equalized credit hours 3

Official copy and approval sheet filed _____
Date



Signature, Vice-President for Academic Affairs

Rec

Registrar

Rec. HEGIS # _____ *B.K. HMC*

Approved course description received _____
Date

Hegis Taxonomy and Course Number assigned _____

Signature, Registrar

Date

Notification forwarded:

- Senate Curriculum Committee Chairperson
- Department Chairperson(s)
- Academic Dean(s)
- Registrar
- Sponsor(s)

GLASSBORO STATE COLLEGE
SCHOOL OF BUSINESS ADMINISTRATION

NEW COURSE PROPOSAL

Course Proposal Format

Details

Course title: Personal Selling 3 S.H.

Sponsor: James T. Strong, Assistant Professor of Marketing, School of Business Administration

Course level: Juniors and Seniors

Curricular effect: This course will be taken as a marketing elective, business elective or free elective and added to the business elective list.

Prerequisites: Principles of Marketing or Introduction to Marketing

Suggested time and scale of implementation:

This new course should be offered in the Fall of 1988 and in alternative semesters thereafter or as demand dictates.

Adequacy of present staff:

There are several faculty members in the Marketing Department qualified to teach this course.

Rationale

The most popular entry level position for marketing majors in our school of business is personal selling. The present course focuses on the management of the sales force and does not adequately cover the personal selling process.

Essence of the Course

Objective of the course in relation to student outcomes:

This course is designed to give marketing and other business majors a conceptual and practical knowledge of personal selling. Selling styles and persuasion techniques will be covered conceptually and students will extensively role play to practice these techniques. Student presentations will be video taped to improve

skills. Effective team selling behaviors and strategies will also be covered. Other subjects in the syllabus will include time and territory management, customer strategies and call ratios, prospecting, proper use of visual aids and demonstrations, handling objections and the legal and ethical dimensions of personal selling. Salespeople from the business community will periodically serve as guest speakers to illustrate the broad spectrum of sales positions and give students examples of how theory works in practice.

Students must be able to:

- 1) Effectively sell a product to a buyer
- 2) Effectively sell a product in a team sales situation
- 3) Demonstrate a conceptual understanding of the subject areas listed above.

Course and Student Evaluations:

- 1) The AAUP² questionnaire will be used to evaluate the course
- 2) Students will be evaluated via 3 objective examinations of conceptual material and evaluations of their selling skills via role playing demonstrations in individual and team selling situations

Topical outline and content:

- 1) The salesperson's role in marketing strategy
 - a) pricing
 - b) product
 - c) promotion
 - e) marketing channels
- 2) Typology of personal selling tasks and positions
- 3) Personal selling process and interpersonal persuasion techniques.
 - a) Prospecting
 - b) The opening
 - c) Persuasion strategies
 - d) Handling objections
 - e) The close
 - f) Follow-up - account maintenance
- 4) Role Playing selling scenarios
 - a) individual
 - b) team
- 5) Time and territory management
- 6) Career management

Result of Consultation:

Consultation with students, marketing faculty at GSC and other area schools and local marketers indicate a strong need for this course. In addition AACSB guidelines suggest this course.

Catalog Description:

This course examines the role of personal selling in the marketing mix. Students learn theory and gain practice in prospecting, presenting, overcoming objections, closing, and follow-up.

Prerequisites: Principles of Marketing 0509300 or Introduction to Marketing.