Approval Form

Proposal Title: Personal Selling, New Course Proposal

Sponsor(s): James T. Strong Dept.: Marketing Ext. 646#

Check one: ☑ Course ☐ Specialization ☐ Concentration ☐ Minor ☐ Achievement Certificate
☐ Certification Program ☐ Major Program ☐ Minor Change

☐ Undergraduate ☑ Graduate 3 Credit Hours

Step 1 (Department)
☑ Approved 6 Apr 88 Date
☐ Not Approved

Dept. Chairperson

☑ Reviewed 6 Apr 88 Date

Step 2 (Receipt)
☑ SCC# 88-88-73
Proposal Received 4/18/87 Date

Step 3 (School CC)
Reviewed 1/4/88 Date
☑ Approved ☐ Not Approved

Comments:

Step 4 (Academic Dean)
☑ Recommend ☐ Not Recommend ☐ Conditionally Recommend (see comments)

Reviewed 1/9/88 Date

Signature, Dean of School

Step 5 (SCC)
Open Hearing 12/14/88 Date
☑ Approved by Senate Curriculum Committee 1/25/89 Date

☐ Returned to sponsor(s) for the following reasons:

Step 6 (Senate)
Presented to Senate 1/15/89 Date
☑ Approved ☐ Not Approved

Notification to Vice-President for Academic Affairs 2/1/89 Date

Signature, SCC Chairperson
Step 6 (Senate)

Received 2/15/89

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

Registrar

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  

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 ration; 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 AAUP 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
   d) 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 indicates 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.