

**University of Arkansas – Fort Smith
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General Syllabus

MKTG 30063 Introduction to Professional Selling

Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Prerequisite: Junior standing or consent of instructor

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Examines selling strategies from the perspective of a professional customer problem-solving approach. Students experience practical exposure to selling concepts, problems and techniques in a variety of selling situations. Current methods of professional selling and related skill development including questioning, listening, nonverbal communication, self-management, and presentations are studied.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Explain the role of professional selling as a component of the marketing mix for a business.
2. Analyze customer needs and suggest appropriate solutions.
3. Analyze the social and ethical environment in professional selling.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will use critical thinking skills to identify problems/issues facing customers and develop solutions/analysis.

Ethical Decision Making

Students will model ethical decision-making processes as they are introduced to the selling process.

III. Major Course Topics

1. Role of Professional Selling in Marketing
2. Buying Behavior and the Buying Process
3. Communication Process and Models
4. Planning Sales Calls
5. Determining Customer Needs
6. Presenting Solutions
7. Responding to Concerns
8. Closing the Sale and Follow-Up
9. Building Relationships