

University of Arkansas – Fort Smith
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General Syllabus

MKTG 31063 Advanced Professional Selling

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

Prerequisites: MKTG 30063 Introduction to Professional Selling and admission to the College of Business or consent of the instructor

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

The advanced study of professional selling techniques focusing upon specific knowledge areas and skills that contribute to competitive advantage, long-term customer relations, and customer satisfaction. Emphasis is placed upon students developing functional sales experiences, both individually and in group settings.

II. Student Learning Outcomes

A. Subject Matter

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

1. Analyze customer needs and select an effective strategy and tactics to address such needs
2. Make sales presentations as part of role-playing situations
3. Communicate with peers and engage in teamwork in selling situations
4. Recognize ethical situations and propose an appropriate solution based upon professional sales standards

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 in selling situations.

III. Major Course Topics

- A. Buyer Behavior and the Buying Process
- B. Customer Needs Determination
- C. Sales Presentations
- D. Adaptive Selling
- E. Team Selling
- F. Negotiation Skills
- G. Customer Satisfaction and Retention
- H. Ethical Behavior in Selling Situations