

## Course Outline

### Course Code, Number, and Title:

**MARK 1200: Selling Skills**

### Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

**Credits: 3**

**Transfer Credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, and Corequisites:

This course exposes students to the principles of professional selling. The focus is on relationship and needs-based selling in a business-to-business environment. It prepares students for a range of life skills such as interviewing for jobs or "selling" ideas within their organizations. The course also focuses on understanding customer and sales representative behaviour in a selling environment as well as learning about prospecting, different forms of presentations, objection handling, and various closing techniques. Students will apply their skills by selling advertising for the Pacific Rim magazine.

Students will receive credit for only one of MARK 1200 and 1218.

Prerequisite: MARK 1115 or equivalent.

### Learning Outcomes:

Upon successful completion of this course, students will be able to

- Develop a qualified prospects list of customer / clients
- Deliver an effective sales presentation that produces results
- Understand buyers needs / concerns and develop techniques for dealing with these concerns
- Close the sale and get the business
- Implement a follow up strategy for the account

### Instructor(s): TBA

**Office: TBA**

**Phone: TBA**

**Email: TBA**

**Office Hours: TBA**

### Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit [https://mycampusstore.langara.bc.ca/buy\\_courselisting.asp?selTerm=3|8](https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8)

*Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

**Assessments and Weighting:**

Final Exam %

Other Assessments %

(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

**Grading:**

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

**Detailed Course Schedule:**

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**