



MKTG-291 – Professional Selling

Business

Effective Term & Year: Fall 2022

Course Outline Review Date: 2026-09-01

Program Area: Business Management

Description:

This course exposes students to the intricate components of the professional selling function. Students get the opportunity to explore the significance of selling in marketing and its contribution to organizational success. Topics include prospecting clients, following leads, selling dialogue, communication skills, leveraging on unique selling points to deliver earnings commitment, and the benefits of maintaining customer relationship.

Program Information:

This course is a core course in the Business Management – Financial Services Diploma Program. This course is required for the second year of the Financial Services diploma. This course can be used as an elective in several Business or University Studies Programs. Refer to the College Program Guide for additional information.

Delivery Methods: On-campus (Face-to-Face), Online

Credit Type: College of the Rockies Credits

Credits: 3

Course type/s: Business Management

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	

Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	
Other	
Total	45

Course Requisites:

- Completed the following:
 - **COMC102** – Advanced Professional Communication (3)
 - **MGMT303** – Business Ethics (3)

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Ingram, T., N. LaForge, R., W. Avila, R., A. Schwepker, C., H. & Williams, M., R. (2020) *SELL*. Cengage Publishers 6th Edition.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

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

- Describe the entire process of professional selling including the different career opportunities for salespeople;
- Explain the relationship between trust and selling including the psychology of selling and consumer perspective;
- Identify the various communication styles applicable to different selling scenarios;
- Create an effective sales pitch including strategies for handling customer concerns;
- Manage good customer relationships and able to recognize potential customers;
- Explain the significance of the emerging trend in digital selling; and
- Describe and analyze the link between social selling and digital selling.

Course Topics:

- Overview of personal selling
- Building trust and sales ethics
- Understanding buyers
- Communication skills
- Strategic prospecting and preparing for sales dialogue
- Planning sales dialogue and presentation
- Sales dialogue creation and communicating values
- Addressing concerns and earning commitment
- Expanding customer relationships
- Adding value: self-leadership and teamwork
- How the digital age is transforming the sales process
- How FinTech is shaping the future of banking sales services

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Individual Project	20%
Presentation	20%
Midterm	20%
Final Exam	40%
Total	100%

Assessment Type: Online

Assessment Type	% of Total Grade
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Individual Project	20%
Weekly discussions	10%
Presentation	10%
Midterm	20%
Final Exam	40%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to

this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.