

Montgomery County Community College
MKT 121
Personal Sales Management
3-3-0

COURSE DESCRIPTION:

This course focuses on highlighting the sales person as an essential element in providing value to an organization and to the customer. The course emphasizes the importance of securing, building and maintaining long term relationships in sales. This course presents clear and concise information on successful approaches to selling in the contemporary business environment. Students will learn how to manage and add value to the buyer -seller relationship process. Students will learn to apply the model for relationship selling that is used by firms today.

REQUISITES:

Previous Course Requirements

None

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Explain the role of selling in the business environment.	Lecture Group Discussion Multimedia Materials Assignments Exams	Exams
2. Analyze the social, legal, and ethical principles that guide personal sales decision making.	Lecture	

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Analyze buyer behavior including sales resistance.	Lecture Group Discussion Multimedia Materials Assignments Sales Presentations Role Playing Case Studies	Written Assignments – Case Studies
5. Summarize the functions and qualities of an effective sales		

COURSE APPROVAL:

Prepared bysh3o1 72.024 695 1