

13. Prerequisites: **Prerequisites: BBA 305W
and BBA 310**

14. Co requisites: _____

15. Is this course in any plan (major, minor or certificate) or sub plan (emphasis or concentration)?
Yes No
If yes, describe the impact and attach written responses from the affected academic units prior to college curricular submission.

16. Is there a related plan or sub plan proposal being submitted? Yes No
If no, explain.

New BBA Marketing Emphasis attached.

17. Does this course include combined lecture and lab components? Yes No
If yes, note the units specific to each component in the course description above.

18. Does this course duplicate content of existing courses? Yes No
If yes, list the courses with duplicate material. If the duplication is greater than 20%, explain why NAU should establish this course.

19. Names of the current faculty qualified to teach this course: Paige Miller Leister

20. Justification for new course.

This course is being created to support the new BBA Emphasis in Marketing plan.

Answer 21-22 for UCC/YCC only:

21. Is this course being proposed for Liberal Studies designation? Yes No
If yes, forward this form along with the appropriate supporting documentation to the Liberal Studies Committee.

22. Is this course being proposed for Diversity designation? Yes No
If yes, forward this form along with the appropriate supporting documentation to the Diversity Committee

Reviewed by Curriculum Process Associate

Date

Approvals:

[Handwritten Signature]

9/10/12

Department Chair/ Unit Head (if appropriate)

Date

[Handwritten Signature]

9/18/12

Chair of college curriculum committee

Date

[Handwritten Signature]

9/14/12

Dean of college)

Date

For Committee use only:

[Handwritten Signature]
UCG/UGC/YCC Approval *ECCC*

Charles V. Bales

10/11/12
Date

Approved as submitted: Yes No

Approved as modified: Yes No

Please attach proposed Syllabus in approved university format.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)
NORTHERN ARIZONA UNIVERSITY DISTANCE LEARNING PROGRAM
BBA 313, PERSONAL SELLING**

I. **Catalog Description:** This course introduces professional selling techniques. It is designed to teach students about selling and how to sell effectively whether it is an idea, product, service, or point of view. These skills are essential to all professional careers. Students will practice principles of effective interpersonal communication, as well as the role of ethics and morality in a global business environment.

II. **Alignment with NAU Distance Learning Program and BBA degree objectives:** Content of this and all courses in the BBA will focus on the following:

- A. Utilization of instructional tools with local & regional content to emphasize practical applicability of course to students' future job-related knowledge and skills.
- B. Integration with real-world business practice by close collaboration with businesses in a variety of industries, especially those represented in the local and regional economy.
- C. Developing students' professional oral and written communication skills.
- D. Developing students' appreciation of the globalization of business practices and the interaction of the U.S. and international economies.

III. **Prerequisites:**

BBA 305W and BBA 310

Justification: BBA 313 relies on students' communication skills and foundational marketing knowledge. The course work cannot be successfully completed without communication skills and foundational marketing knowledge.

IV. **Course Learning Outcomes:** At the end of this course, students should be able to:

- A. Develop a selling philosophy that incorporates the marketing concept.
- B. Develop a relationship strategy that creates customer value in an ethical context.
- C. Develop a product strategy that incorporates creative product solutions that adds value.
- D. Develop a customer strategy that addresses buyer behavior.
- E. Develop a customer presentation strategy that adds value.
- F. Explain the process of self-management.
- G. Demonstrate mastery of the course concepts by conducting a simulated sales role play.

V. **Course Materials:** The materials for this class may include a textbook (or custom publishing) in personal and professional selling, lecture notes, and assigned readings. Access to the Internet is also required.

VI. **Teaching Methods:** The primary teaching methods for this course include class lectures and projects or application exercises (including homework problems) and may include discussions, group activities, video presentations, case analyses, role plays and guest speakers. Coursework may also use both international and local/regional examples/case studies to expose students to real-world situations.

VII. **Evaluation Tools:** Evaluation of student performance will be conducted by means of examinations, homework assignments, case analyses, participation, quizzes, and projects including a sales role-play project. Examples and case analyses based on local and regional

businesses will be used to expose students to real-world situations and better prepare them for local and regional business positions.

VIII. Course Content:

A. Course Topics:

1. Relationship Selling Opportunities in the Information Economy
2. Evolution of Selling Models that Complement the Marketing Concept
3. Creating Value with a Relationship Strategy
4. Communication Styles: Managing Selling Relationships
5. Ethics: The Foundation for Relationships in Selling
6. Creating Product Solutions
7. Product-Selling Strategies that Add Value
8. The Buying Process and Buyer Behavior
9. Developing and Qualifying a Prospect Base
10. Approaching the Customer
11. Determining Customer Needs with a Consultative Questioning Strategy
12. Creating the Consultative Sales Presentation
13. Negotiating Buyer Concerns
14. Closing the Sale and Confirming the Partnership
15. Servicing the Sale and Building the Partnership

B. Perspectives for Business Decisions:

	Minimum Number of 50 Minute Periods Devoted to Topic	Required Graded Work Other Than Exams?
International/Global	2	Yes
Ethical Issues	4	Yes
Political Issues		
Social Issues	1	Yes
Legal/Regulatory Issues	2	Yes
Environmental Issues		
Technology Issues	1	Yes
Demographic Diversity	1	Yes

C. Interdisciplinary Skills:

	Required Graded Work Other Than Exams?
Oral Communication	Yes
Written Communication	Yes
Critical Thinking	Yes
Working in Teams	

Note: The instructor's chosen teaching methods and evaluation tools will influence the amount of time devoted to each of these skills