RMT 340 – Principles of Selling
General Course Syllabus

Department of Information Technology and Administrative Management

A detailed exposure to personal selling strategies and tactics. The entire sales process is examined, with particular emphasis on relationship selling, planning and delivery of sales presentations, and trust-building techniques. The roles of professional salespeople within their organizations and in the economic system are investigated, as are important dimensions of sales careers.

Prerequisites: None
Credits: 4

Students will be able to . . .

Describe the purpose of selling and where it fits in the field of IT management and business.
Assess careers and opportunities in selling.
Analyze the functional areas of selling and how they interrelate in business.
Construct individual and group presentation that incorporate selling strategies.

Assessments
Rubric-based assignments, projects, and/or exams.
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Synthesize the selling process from pre-approach to follow up.

Analyze the ethical and legal issues in sales.

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**Specific course faculty and materials will vary by quarter. Current information can be found on my.cwu.edu.**

**ITAM classes are often offered in online, hybrid or traditional formats. Visit my.cwu.edu for more details or contact our office at ITAMInfo@cwu.edu.**

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**University Policy on Academic Integrity**

Academic Integrity is a standard set for this course. Students are expected to complete all of their coursework and assignments using their original words and ideas and will properly cite the words and ideas of others.

Students are also expected to be honest in their interactions with the instructor. A student found to have not upheld these expectations is subject to failing this course and shall be subject to disciplinary action or sanction. The University catalog defines the term “academic dishonesty” in all its forms including, but not limited to:

- cheating on tests;

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**University Policy on Special Needs**

If you have a disability that may prevent you from meeting course requirements, contact the instructor immediately to file a Student Disability Statement and to develop an Accommodation Plan.

Course requirements will not be waived but reasonable accommodations will be developed to help you meet the requirements. You are expected to work with the instructor and the CWU Disability Support Specialist to develop and implement a reasonable Accommodation Plan. For more information please visit: [www.cwu.edu/disability-support/](http://www.cwu.edu/disability-support/)
• copying from another student’s test paper;
• using materials during a test not authorized by the person giving the test;
• collaboration with any other person during a test without authority;
• knowingly obtaining, using, buying, selling, transporting, or soliciting in whole or in part the contents of an un-administered test or information about an un-administered test; bribing any other person to obtain an un-administered test or information about an un-administered test; substitution for another student or permitting any other person to substitute for oneself to take a test; plagiarism" which shall mean the appropriation of any other person’s work and the unacknowledged incorporation of that work in one's own work offered for credit;
• “Collusion” which shall mean the unauthorized collaboration with any other person in preparing work offered for credit.

The TurnItIn feature of Canvas helps students learn to use sources and citations appropriately. TurnItIn matches the material in student papers against material on the Internet and in our database of CWU papers. Representing the words or ideas of someone else as your own is a violation of the CWU Student Conduct Code and a serious infraction in this course. If you have questions about appropriate ways to include the words or ideas of other people in your papers, contact the instructor. Papers submitted to TurnItIn are added to the database of papers. Your instructor has the option of what papers and assignments may be submitted and/or randomly submitted to TurnItIn.

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