

**Information Technology and Administrative Management Department**  
**www.cwu.edu/~ITAM**

 <p style="font-size: small; margin: 0;">Information Technology &amp; Administrative Management Central Washington University</p>	<p style="font-size: large; font-weight: bold; margin: 0;">RMT340</p> <p style="font-size: large; font-weight: bold; margin: 0;">Principles of Selling</p> <p style="font-size: large; font-weight: bold; margin: 0;">Course Syllabus - 4 credits</p>
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**Dr. Robert A. Lupton, Professor**  
**Retail Management and Technology Specialization**

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**Course Description:** 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.

**Course Objective:** Successful completion of this course ensures that students have acquired an in-depth understanding of the business-to-business and retail-to-customer sales process.

**Learning Objectives:**

The objectives you will have accomplished by the end of the course include these.

- Understand Selling Process. You will understand the steps in the personal selling process.
- Understand Behavioral Concepts. You will know how psychological, sociological, social psychological, anthropological, economic and situational forces act upon the personal selling process.
- Decision Making. You will learn how to allocate resources to maximize sales results.
- Gain Experience. You will obtain experience applying selling concepts to marketing situations.
- Speaking Experience. You will gain experience speaking before your peers.
- Writing Better. You will write informal communications better.

**Learner Outcomes:**

Learner Outcome	Assessment
1. Demonstrate an understanding of the purpose of selling and where it fits in the field of IT management and business.	Complete examinations, case studies and in class assignments which demonstrate knowledge and understanding of selling concepts.
2. Identify careers and opportunities in selling.	Use textbooks, libraries, guest speakers, professional contacts, and Internet/WWW to locate information about selling careers.
3. Understand the functional areas of selling and how they interrelate in business.	Complete examinations, case studies and in class assignments which demonstrate knowledge and understanding of general selling concepts.
4. Incorporate selling strategies into individual and group presentations.	Engage in role playing as buyer and seller using proven and effective selling techniques.
5. Demonstrate understanding of the selling process from pre-approach to follow up.	Complete the Sales Presentation Check list and role play a seller/buyer interview setting.
6. Demonstrate basic understanding of the ethical and legal issues in sales.	Complete case studies and in class assignments which demonstrate knowledge and understanding of selling issues.

**Textbook and Other Required Materials:**

***Professional Selling***, Ingram, LaForge, Avila, Schwepker, and Williams, Harcourt, Inc.

Access to CWU eLearning Blackboard web site (<http://courses.cwu.edu>)