



## Professional Selling - MKTG 291 Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE:  
OUTLINE EFFECTIVE DATE: January 2021  
COURSE OUTLINE REVIEW DATE: September 2026

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#### GENERAL COURSE 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.

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**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.

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**Delivery:** This course is delivered either face to face or online.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience	
Other Contact Hours	
<b>Total</b>	45

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-Job Experience	N/A
Formal Work Experience	N/A
Other	
<b>Total</b>	N/A

**Course Outline Author or Contact:**

Oludamola Durodola PhD

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Signature

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**APPROVAL SIGNATURES:**

Department Head  
Erin Aasland, Hall  
E-mail: [aaslandhall@cotr.bc.ca](mailto:aaslandhall@cotr.bc.ca)

Dean of Business and University Studies  
Darrell Bethune  
E-mail: [bethune@cotr.bc.ca](mailto:bethune@cotr.bc.ca)

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Department Head Signature

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Dean Signature

EDCO

Valid from: January 2021-September 2026

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Education Council Approval Date

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**COURSE PREREQUISITES AND TRANSFER CREDIT:**

**Prerequisites:** COMC 102 and MGMT 303

**Corequisites:** None

**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

Yes  No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Student should also contact an academic advisor at the institution where they want transfer credit.

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## **Textbooks and Required 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 6<sup>th</sup> Edition.

*Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.*

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## **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.
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## **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.*

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**EVALUATION AND ASSESSMENT (Face-to-Face Delivery):**

Assignments	% of Total Grade
Individual Project	20%
Presentation	20%
Midterm	20%
Final Exam	<u>40%</u>
Total:	100%

**EVALUATION AND ASSESSMENT (Online Delivery):**

Assignments	% of Total Grade
Individual Project	20%
Weekly discussions	10%
Presentation	10%
Midterm	20%
Final Exam	<u>40%</u>
Total:	100%

**EXAM POLICY:**

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

**COURSE GRADE:**

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

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.

**ACADEMIC POLICIES:**

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

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**COURSE CHANGES:**

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.