

Business Administration

Course Number: **BUAD 176**

Course Title: **PROFESSIONAL SALES**

Credits: **3**

Calendar Description: Students study the sales process as it applies to the successful selling of both goods and services to organizations. Students explore and practice each step in the sales process through hands-on interactive activities. The focus of this course

Professors



Dan Allen

Notes**Course Schedule:**

Professors may progress more quickly or slowly through the assigned chapters depending upon complexity, discussion, current issues, guest speakers and/or fieldtrips, etc. as well as the class needs associated with development of students' skills and knowledge and the need to assess student progress.

Presentations:

Students are expected to be present for the sales presentations and role plays. Failure to do so will result in loss of marks for that assignment.

Exams:

A medical note is required if you miss an exam.

Required Texts/Resources

SELL (3rd Canadian edition.). Thomas N. Ingram; Raymond W. (Buddy) LaForge; Ramon A. Avila; Charles H. Schwepker; Michael R. Williams; Kirby Shannahan; Rachelle Shannahan
ISBN-10: 0-17-691601-6
ISBN-13: 978-0-17-691601-5

The text is also available as an eTextbook: See Moodle for Instructions

Course Schedule

2021 Week of	Monday January 11th	

